

*The Inland
and
American*

Printer and Lithographer

*Founded
in 1883
as The Inland Printer*

MAY 1961

Why and how inks can be management problem

New fluorescent pigments used for printing inks

How temperature and moisture can cause paper problems

How to cope with folding and folding problems

Is the layout of your plant a help or a hindrance?

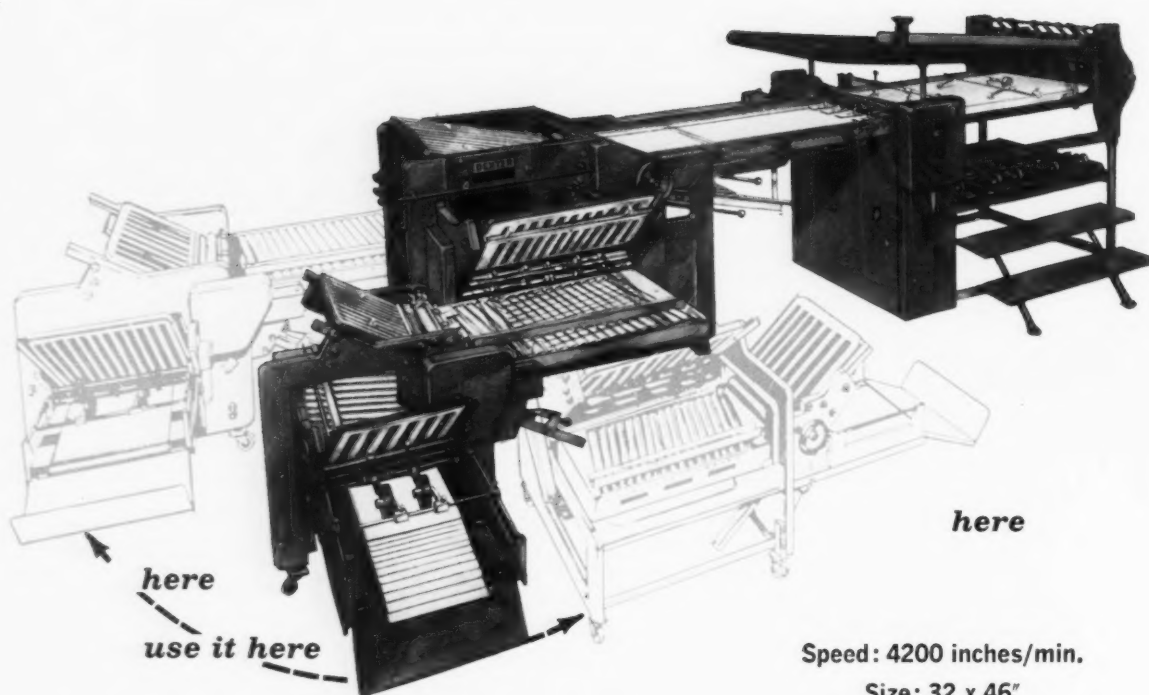
How to use competitor's truck to get new account

● Paper

● Inks

● Bindery

The Leading Publication in the World of Offset-Letterpress Printing



Speed: 4200 inches/min.

Size: 32 x 46"

Hitch-Hike your way to greater folder versatility

NEW DEXTER RS FOLDER

The 16 and 32 page sections of the new Dexter RS are combined into a single *mobile* "Hitch-Hiker" unit on wheels for 4-way versatility. Use it...

- In normal position—for right angle work
- In-line with parallel section
- In parallel with 8-page section
- Or as a separate folder

the Pros" and many special advantages in addition to the "Hitch-Hiker"...handles 32 x 62" sheets for parallel work...optional 3rd and 4th fold plates in 16 page section...swing-away slitter shaft in parallel section for easy setting...slitting, perforating and optional pasting.

Put the Dexter RS to work for you.









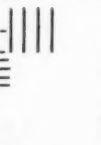
The new RS has all the time-proven features which make Dexter (Cleveland) Folders the "Choice of

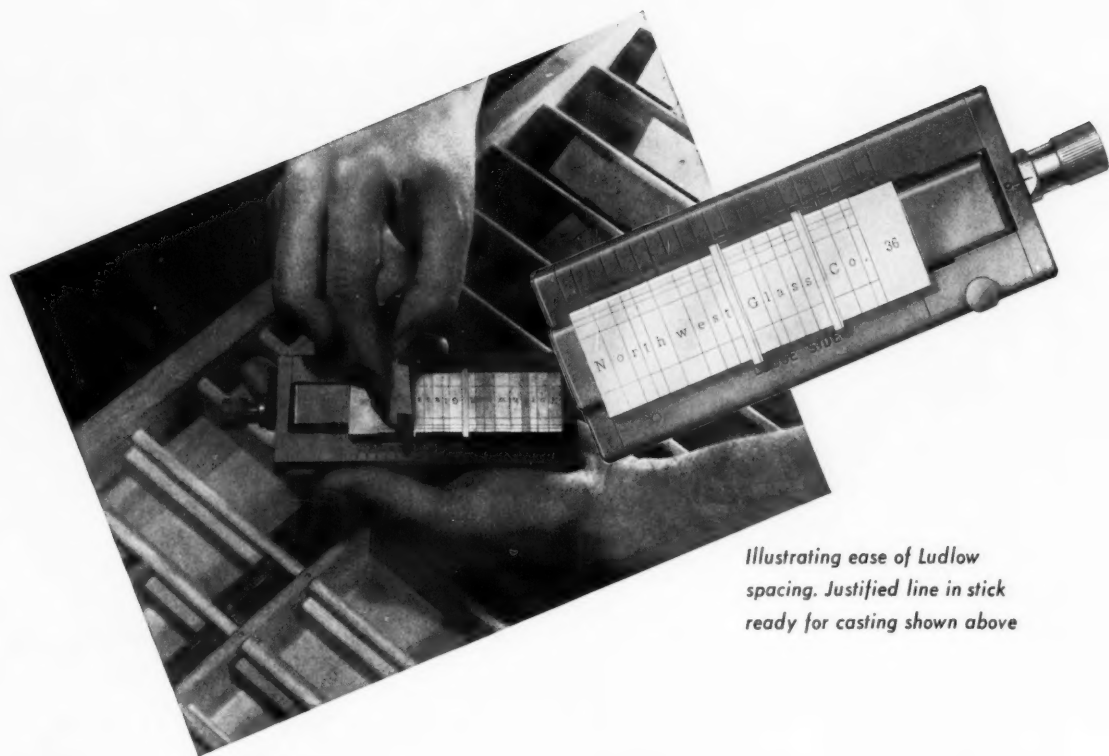
THE DEXTER COMPANY

Division of Miehle-Goss-Dexter, Inc.

Chicago 8, Illinois



<p>Look How Many Fold Plans The "Hitch-Hiker" Makes Possible</p>	 <p>4-4-2-2</p>	 <p>4-4-3-2</p>	 <p>4-4-4-2</p>	 <p>4-6-2</p>
 <p>4-7-2</p>	 <p>4-8-2</p>	 <p>6-2</p>	 <p>7-2</p>	 <p>8-2</p>



Illustrating ease of Ludlow spacing. Justified line in stick ready for casting shown above

Ludlow Spacing

is easily and readily done

With the Ludlow, the printer obtains all the values of hand spacing that go to make a good job of composition. Ludlow spaces are the easiest units to get at and to handle, as the "ears" of the flat, ample-sized space matrices extend beyond those of letter matrices. The line is quickly and easily spaced out, and the compositor can readily determine visually if the spacing is correct between words and letters. Even thin spaces are quickly inserted or removed, and letterspacing is an easy operation. There is also no "spacing tight to lift," as a turn of the screw tightens the line for casting. Efficiency in spacing is one of the reasons why Ludlow composition goes up so readily, without lost motion.

Ludlow Typograph Company 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



Jobs like this demand
an absolutely square cut

A Seybold Saber® II delivers it

By the time these cigar bands reach the die cutter, they've been lithographed in two colors, bronzed, dusted, embossed, varnished, glued and precision-cut.

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That's why millions and millions of cigar bands are trimmed on Seybold Saber II's. The cut is square . . . *absolutely square* . . . every time.

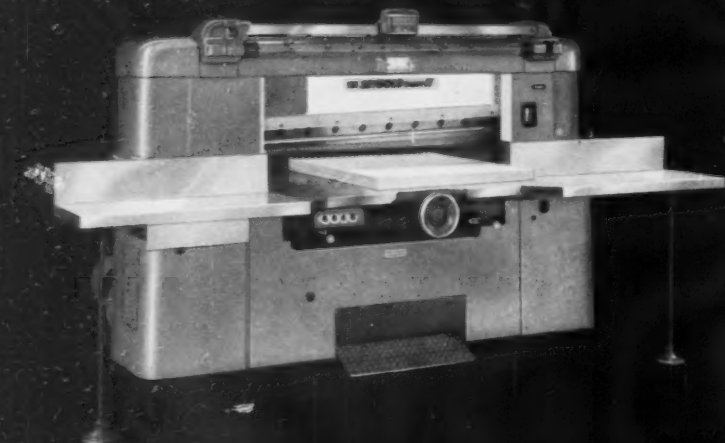
No matter what your shop prints, every job will profit from the Saber II's absolutely square cut. From pre-trimming to finishing operations, quality will be better, costs lower, customers more satisfied.

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A division of Harris-Intertype Corporation
4526 East 71st Street, Cleveland 5, Ohio



The Inland and American

Printer and Lithographer

Founded as
the Inland Printer
in 1883

MAY 1961

VOLUME 147 • NUMBER 2

THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING



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The Inland and American Printer and Lithographer will accept manuscripts, photographs, drawings, etc., courteous attention and normal care but will not be responsible for any unsolicited material. All contributors should keep duplicate copies.

Eastern Advertising
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Midwest Advertising
Harry H. Yocher
79 West Monroe St., Chicago 3, Phone RA 6-2802

Pacific Advertising
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Great Britain
Maclean-Hunter, Limited
Trinidad House, 28/30 Old Burlington St.,
London W1, England, Phone Regent 7941

The Inland and American Printer and Lithographer is published monthly by Maclean-Hunter Publishing Corp., 79 W. Monroe St., Chicago 3, Ill. P. D. Allen, President.

SUBSCRIPTION RATES

For the United States: one year, \$5; two years, \$8; three years, \$10; single copy, 50 cents. For Canada: one year, \$5.50; two years, \$9; three years, \$11; single copy, 55 cents. (Canadian funds should be sent to The Inland and American Printer and Lithographer, Terminal A, P.O. Box 100, Toronto.) Pan-American: one year, \$6; two years, \$11; three years, \$15. Foreign: one year, \$10; three years, \$20.

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Second-class postage paid at Chicago, Ill. and at additional offices.

Leading Articles

- How Temperature and Moisture Cause Paper Problems** 55
Not all of your troubles with paper are caused by manufacturing quirks. Here are some tips for your pressmen to follow

- Why and How Inks Can Be a Management Problem** 58
Ink has become a concern of top management in the past 10 years mainly because of its cost and its specific job uses

- New Fluorescent Pigments Used for Printing Inks** 61
Two Chicago printers and lithographers found that fluorescent inks can be handled as easily as most conventional inks

- How to Use a Competitor's Truck to Get a New Account** 63
The whole thing was an accident, and an extremely embarrassing one, but when the buyer saw the humor, he became a client

- LPNA Names the Winners in Its Annual Competition** 64
Certificates for 294 winning entries go to 1,200 individuals at LPNA's 11th Annual Awards Competition and Exhibit

- How to Cope With Folding and Folding Problems** 66
Binderies are often slighted or overlooked even in carefully integrated plants. Here are tips for improving relations

- Is Your Plant's Layout a Help or a Hindrance?** 68
Management should be sure layout promotes efficiency. Poorly designed plants can nullify benefits of good equipment

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Stickin' around WITH kleen-stik®

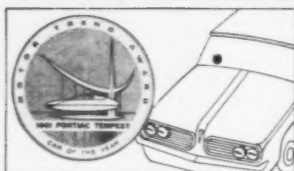
GET IT UP...KEEP IT UP...WITH KLEEN-STIK



IDEA NO. 191

Minnesota Paints, Inc., Minneapolis, puts its name and trademark into action in dealers' windows with this clever 3-piece display kit. Colorfully silk-screened on Kleen-Stik Clear Acetate, they form a versatile arrangement for any size window. Easy peel-and-press application gets 'em up without moisture or glue for long-lasting brand "eye-dentification." Ad Mgr. Walt Erickson and Asst. Sales Mgr. Hal Hoalmen worked with Jack Bernie, Pres. of Process Displays Co., Minneapolis, and his Sales Mgr., Jim Franklin, for the slick silk screening.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE



IDEA NO. 192

Praise for Pontiac

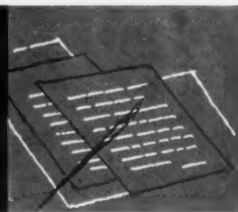
Somewhat like moviedom's "Oscar" is the Motor Trend "Car of the Year" award. Proud 1961 winner—the Tempest, new front-engine/rear-transmission car by Pontiac. To capitalize on the honor, their advertising agency, MacManus, John & Adams, designed this smart inside-the-windshield sticker of Kleen-Stik Clear Acetate. Goes on neat and easy . . . sticks tight even on curved glass surface. Acct. Exec. Jack Stuart set it up with Phil Uridge, Jr., of P. J. Uridge Printing Co. in Detroit, for de luxe production by silk screen and letterpress!

Clear Acetate is only one of 28 Kleen-Stik self-sticking stocks that create outstanding displays and labels. For complete information, samples, and ideas, see your regular printing source . . . or write us direct.

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letters to the editor



Smithsonian Institution Wants Old Platen Press

The United States National Museum of the Smithsonian Institution would like to acquire a small, early, old-style, treadle-operated platen "jobber" with a single rotating ink disk. We have been actively pursuing this search in the Washington (D.C.) area but without results.

Is there any possibility that one of your readers might know of such a press? It should be in original condition.

If you would be kind enough to notify me when this appears, I shall be grateful.—Fuller Griffith, Associate Curator, Division of Graphic Arts, Smithsonian Institution, United States National Museum, Washington 25, D.C.

"Disturbed" by Article On Bearerless Presses

We were disturbed to note the contents of the article by your Offset Editor, Mr. Charles W. Latham, entitled "How Press Bearers Affect Operation of Lithographic Presses," which appeared in your March, 1961, issue.

As you may or may not be aware, the Miller-M.A.N. Offset Presses which we offer in this country, are what is generally termed bearerless presses.

The following are a few of the erroneous or misleading remarks put forth in this article:

1. Mr. Latham states that "It is a simple matter to check cylinder alignment on presses with bearers. If both pairs of bearers touch when the pressure is on, the cylinders are in alignment." This is not necessarily true. The cylinders can be considerably out of line when both bearers touch. The pressure between bearers on each side of the cylinder would then be unequal. It is much more simple, more accurate to check the alignment with feeler gauges, as it is accomplished on bearerless presses.

2. Mr. Latham goes to some length to caution against streaking on bearerless presses. These streaks supposedly are caused by worn gears, gears running out of their "pitch line," unbalanced packing when printing long or short, and "bump streaks" caused when cylinders come out of the gap. He further states that bearerless presses require the use of double or soft blankets. The Miller-M.A.N. Offset Presses are probably the most streak-free presses manufactured in the world today. The gears are designed to run well and without excessive wear at any mesh within their adjustable limits. We have never encountered any difficulty with bump streaks and have never found it necessary to replace cylinder bearings because of wear. Further, they do not require the use of double or soft blankets, and the print

from their perfect "kiss" impression is crisp and clean, not soft. If Mr. Latham's statements regarding the importance of gears running in their pitch lines were of the importance he indicates, it would certainly seem that bearers should be utilized on the impression cylinders to maintain their relative position with the blanket cylinder. Yet no press is equipped with bearers on the impression cylinder and these cylinders are adjustable in far greater amounts than the plate and blanket cylinders of bearerless presses.

3. Mr. Latham states that when changing the position of the plate cylinder to print long or short, the roller settings are affected to a minor degree on bearer presses, but to an extent which requires resetting of the rollers on bearerless presses. Ideally, the rollers should be reset in either case. However, because of the relatively major operation required to set rollers on most American presses, this is usually not done. Setting form rollers on the Miller-M.A.N. is a very simple procedure. It requires no tools and is accomplished with great accuracy while the press is running with the turn of a knob outside the press framing. By placing a finger on a built-in feeder gauge, the operator can adjust the rollers to the exact height desired. To someone not familiar with this advanced system of setting rollers, we are sure they would surmise from Mr. Latham's article that this is a time-consuming chore, which it definitely is not.—Frank G. Betlock, Vice-President, Miller Printing Machinery Co., Pittsburgh.

(Editor's note: There appears to be considerable divergence of opinion regarding the relative merits of bearerless presses and those equipped with bearers. Most American presses have them, many built abroad do not, although some presses built abroad for sale in the United States are equipped with bearers. Mr. Betlock is undoubtedly right in his contentions, engineering-wise, as far as the Miller-M.A.N. presses are concerned.)

Reminiscing Reader Says He's 55-year Subscriber

When I look back over the years, what a change has taken place in both the editorial and progressive up-to-dateness of *The Inland Printer*! It certainly pays to keep abreast of the times. (*The Inland Printer* and I came forth in the same year—1884—unless I'm mistaken.) Of those 77 years, I have been a constant reader and subscriber for more than 55.—Alvin E. Mowrey, 1341 Chestnut, Franklin, Pa.

(Editor's note: Mr. Mowrey is only slightly mistaken; *The Inland Printer* came forth in 1883.)



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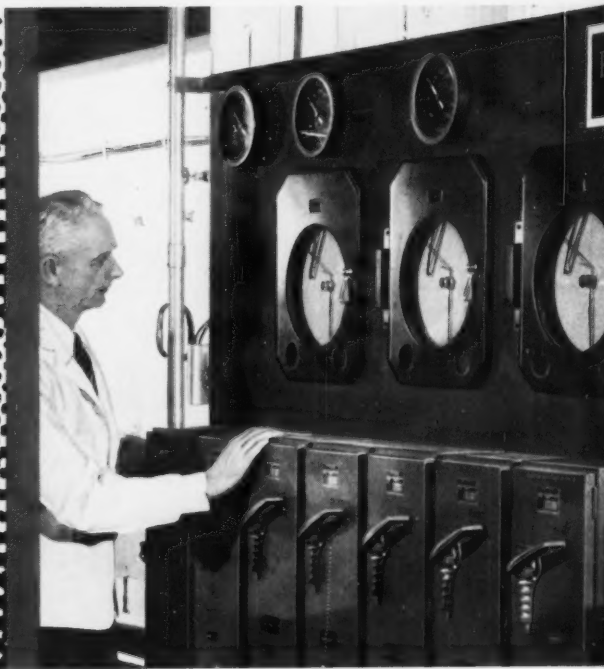
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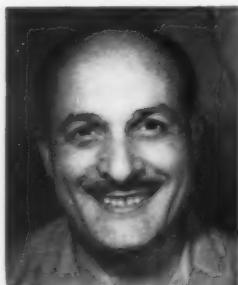
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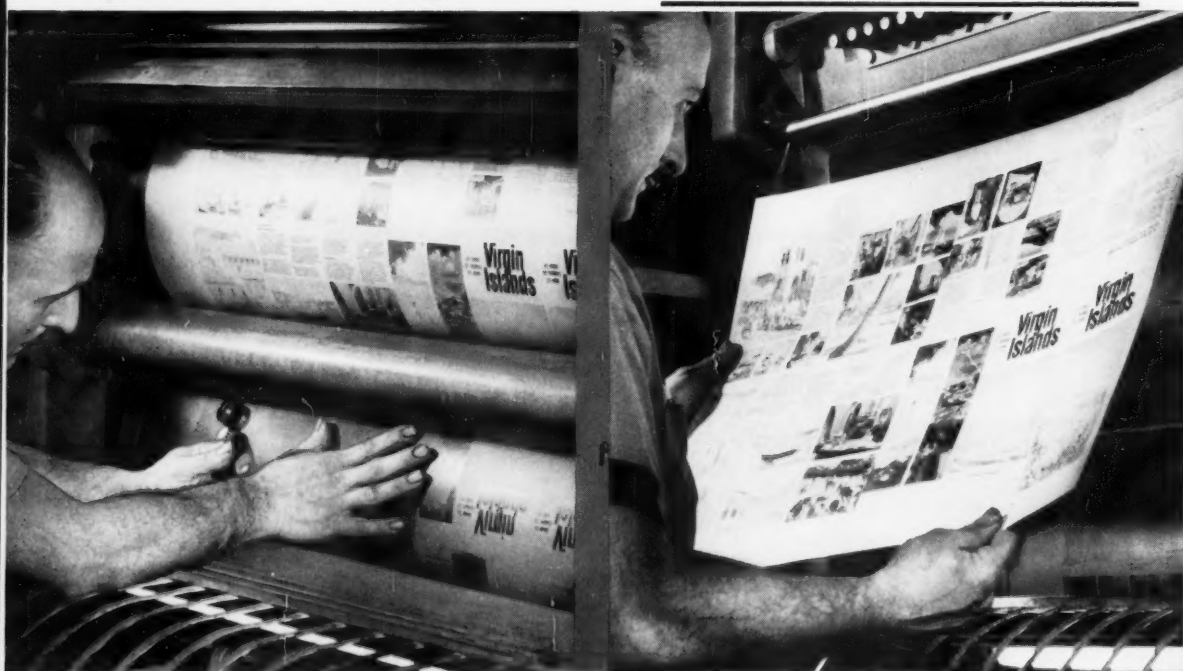
tion every time. Dots show up clear and sharp, with no blurs or smudged edges. In fact, I can run at lower printing pressure with HI-FI and still get those perfectly formed dots.

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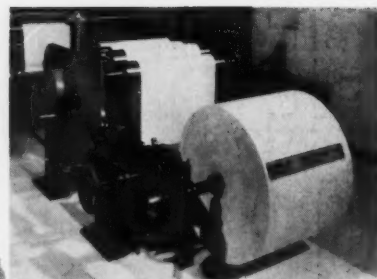
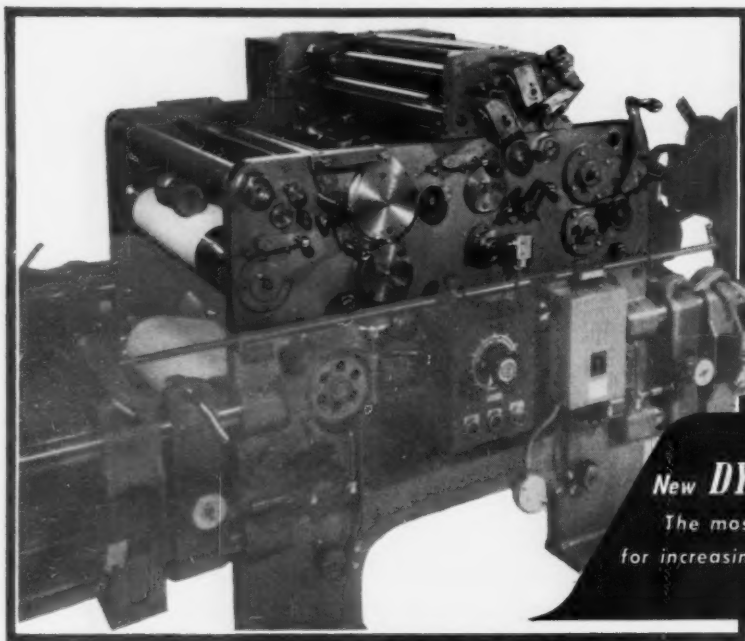
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GOODYEAR

PRINTERS SUPPLIES

HI-FI-T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

PRINTER AND LITHOGRAPHER • May, 1961



Metering infeed unit has tension controls and adjustments for various paper stocks. New hydraulic device simplifies parent roll loading and unloading; eliminates need for overhead crane.

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The most significant advancement
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Provides unbelievable flexibility for press size change-over... never becomes obsolete!

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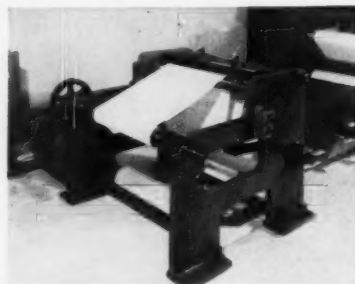
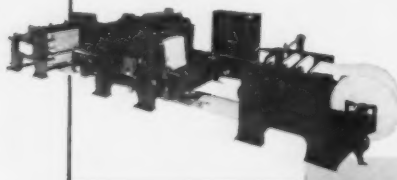
available in *Interchangeable* print repeat sizes of 17", 21", 22" or 24" with print widths of either 18", 24" or 30". Special sizes are also available.

Now you can select a top section best suited to your present needs. If press requirements change, top section can be replaced by another of different production size. As a result, this new press never becomes obsolete.

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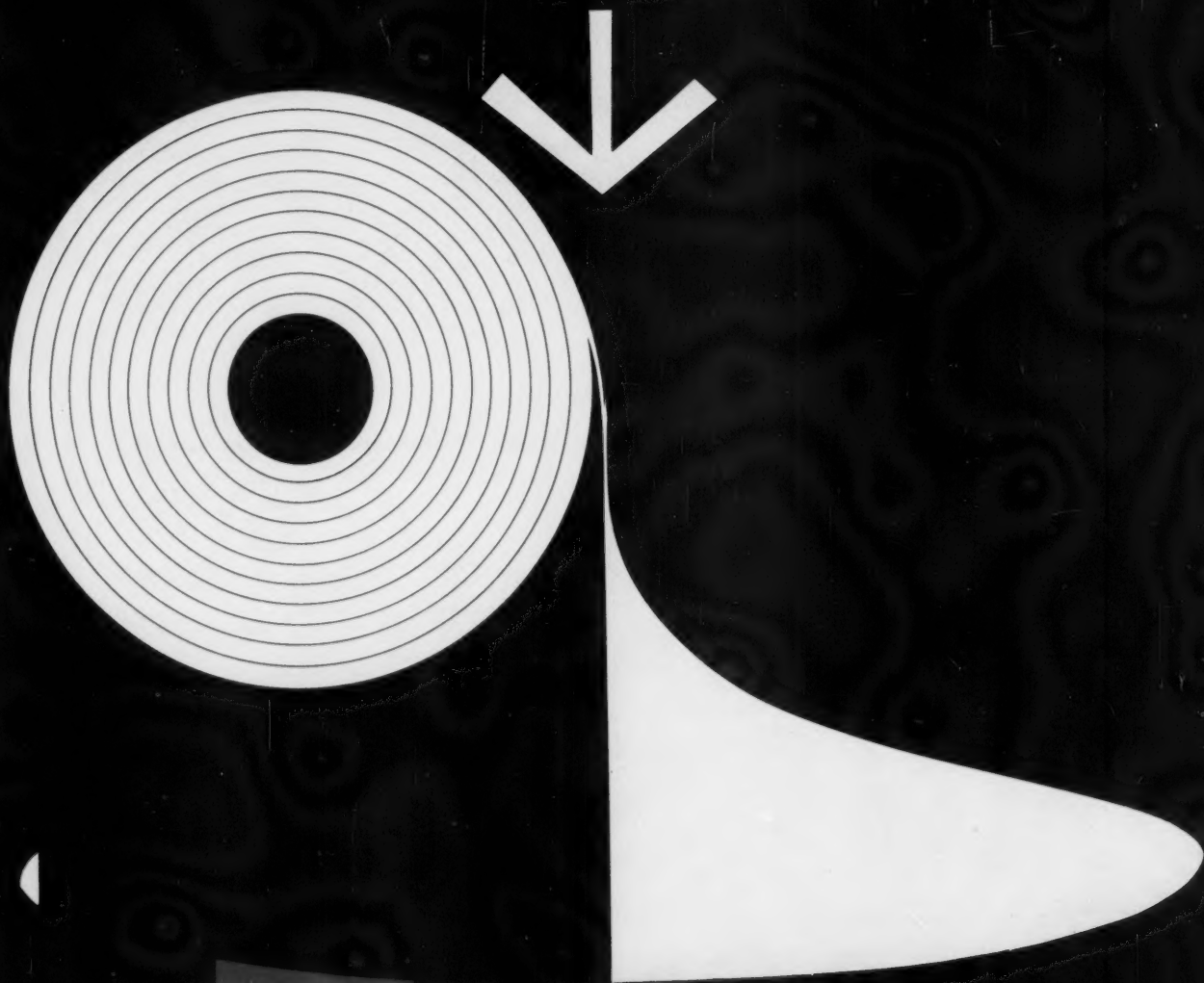
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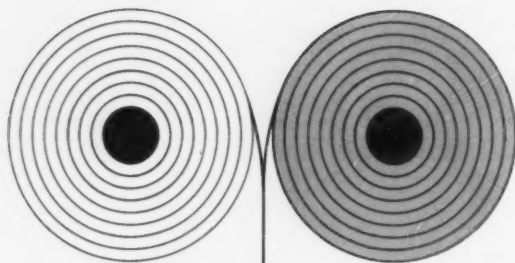
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NEW YORK • SAN FRANCISCO
SYRACUSE



the
dense
paper
for
bright
printers

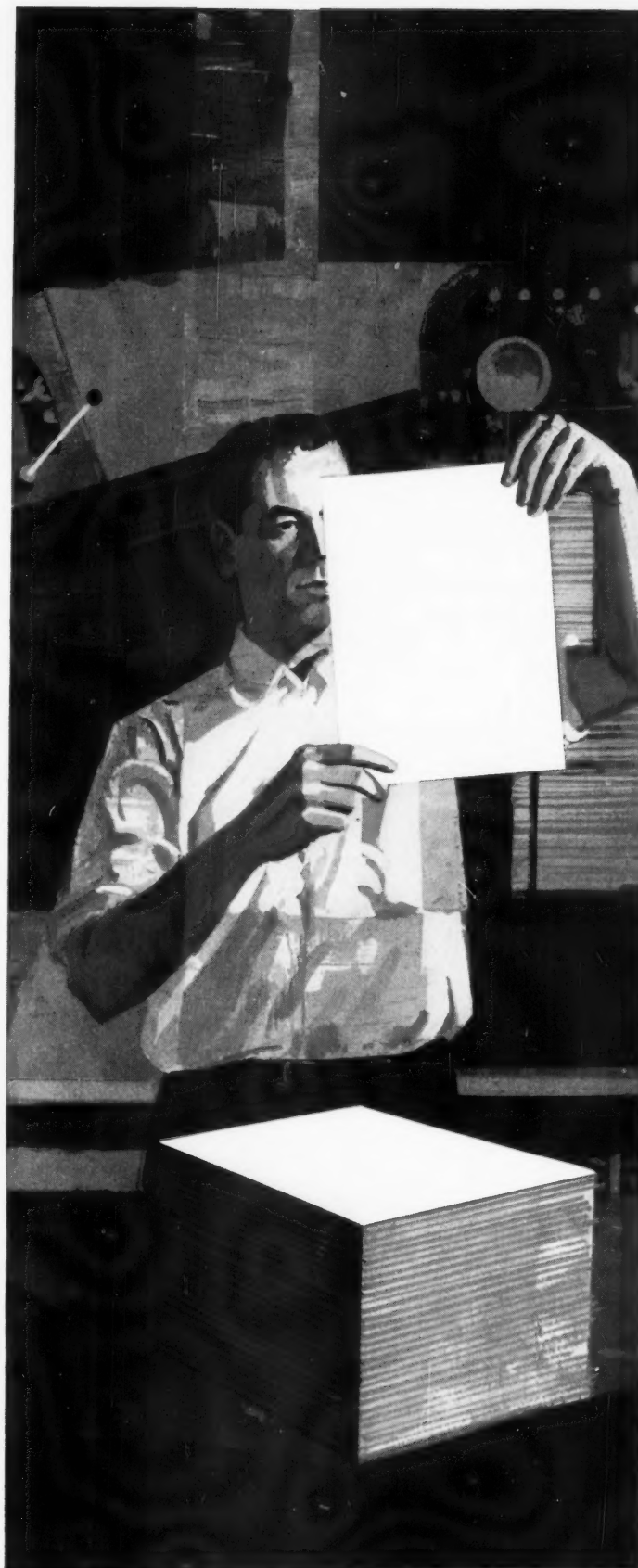
Life could be a lot more beautiful
if you didn't have fussy jobs
to worry about. Particularly where
show-through rears its ugly head.

Here at Nekoosa, we've tried
to make things easier for printers
by developing Nekoosa Opaque—a
paper that keeps show-through
down to a minimum. Even in the
light weights, it offers just about
the highest opacity you can get.
And Nekoosa Opaque combines
this high opacity with handsome
appearance and superb press
performance. Comes in a
wide choice of unusual finishes—
to add distinctiveness to your
finest printing creations.

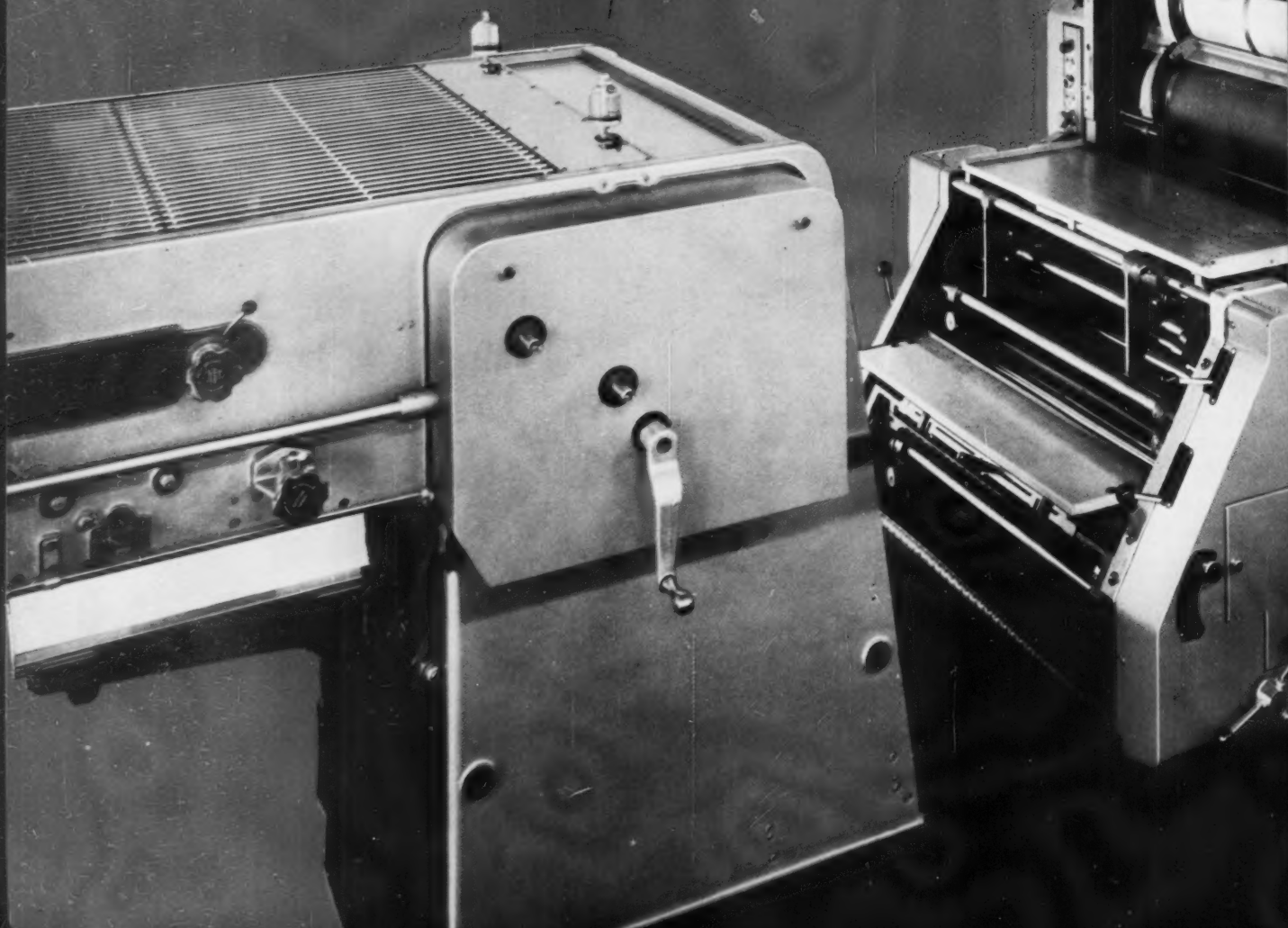
 **Nekoosa**
opaque

**NEKOOSA-EDWARDS
PAPER COMPANY
PORT EDWARDS, WISCONSIN**

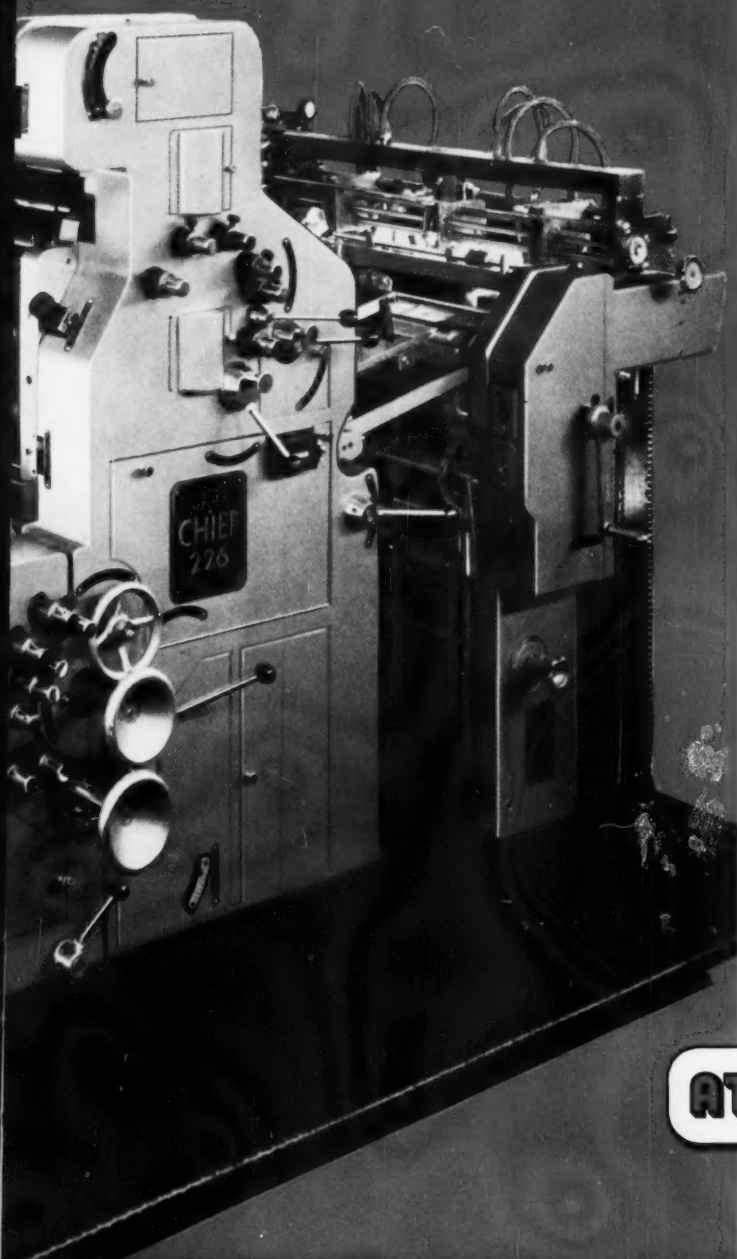
Mills at
Port Edwards and
Nekoosa, Wisconsin
and Potsdam, New York



Almost everything in Graphic Arts owes some of its excellence to contributions made by ATF over the past 69 years. We continue, this year, with 6 new major developments to help you produce more and better printing, more profitably.



THE NEW 2-COLOR ATF CHIEF 226



*the 20 x 26" offset press
which prints two colors at speeds
up to 8500 sheets per hour
(17000 impressions)*

This new ATF Chief 226 is the two-color offset press designed specifically to produce high quality printing with minimum operator effort on the most common job sizes — from multiples of 5½ x 8½" to a full 20 x 26½". Its operating simplicity and high speed combine to give you maximum profits on multi-color work. Here are some of the advantages:

- 8-up production of 5½ x 8½" and 6 x 9"; 4-up on 8½ x 11" and 9 x 12"; 2-up on 11 x 17" and 12 x 18"; 1-up on 17 x 22", 18 x 24", 19 x 25" and 20 x 26"
- Speeds up to 8500 sheets per hour (17000 impressions) on stock from 9 lb. onionskin to .030" card
- Full bleed on any job up to 19⅝ x 26"
- Lower plate and makeready costs, plus faster production than larger presses. The Chief 226 can produce short and medium runs more economically than a 25 x 38" two-color, for example
- Pressman can make ready at slow speed and increase to running speed without losing register, with the ATF swing arm gripper construction
- Register on second color unit adjustable in both directions from the operator's side — while running
- High pile delivery and double-loading stream feeder help keep downtime to a minimum
- ATF pyramid inking systems insure even flow of ink to all four form rollers on each unit, permit running light vignettes to heavy solids with minimum effort
- Ink and dampener form rollers adjustable from outside press frame
- Precision-ground helical gears drive all cylinders, insure accuracy and long life

Many more advantages are yours with the ATF Chief 226. To find out how it can help you improve your competitive position in today's multi-color market, write for our free illustrated booklet.

ATF

AMERICAN TYPE FOUNDERS

Dept. S1, 200 Elmora Ave., Elizabeth, N. J.

ATF type faces used in this ad: Century Expanded with italics and News Gothic Condensed.

You'll save money at the copy board with...



NATIONAL CARBON ARCS!

TRADE MARK

Because when you team these "National" High Intensity carbon arcs with modern arc lamps you'll realize *greater speed, greater efficiency and increased production* for all your copy board shots.

This excellent light source reduces exposure time. It also provides a point source of light which assures sharper reproduc-

tions requiring less retouching and handwork. These benefits add up to improved scheduling and increased capacity from the copy board to the platemaking department.

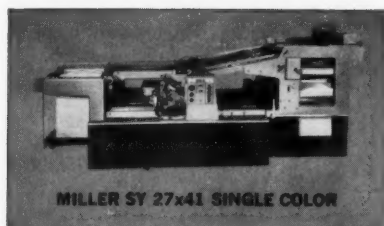
For fidelity of dots from negative to plate...use nothing but the best — arc lamps teamed with "National" High Intensity carbon arcs.

"National" and "Union Carbide" are registered trade-marks for products of

NATIONAL CARBON COMPANY

Division of Union Carbide Corporation • 270 Park Avenue, New York 17, New York
IN CANADA: Union Carbide Canada Limited, Toronto





MILLER SY 27x41 SINGLE COLOR

COMPACT



MILLER TY 27x41 TWO COLOR

GIANTS

of MODERN LETTERPRESS

Though small in physical size, the sleek stream-fed Miller SY Single-Color and TY Two-Color 27" x 41" Letterpresses are truly giants in production. They outproduce competitive presses and earlier model Millers by far! Yet, they require so little valuable floor space in your pressroom.

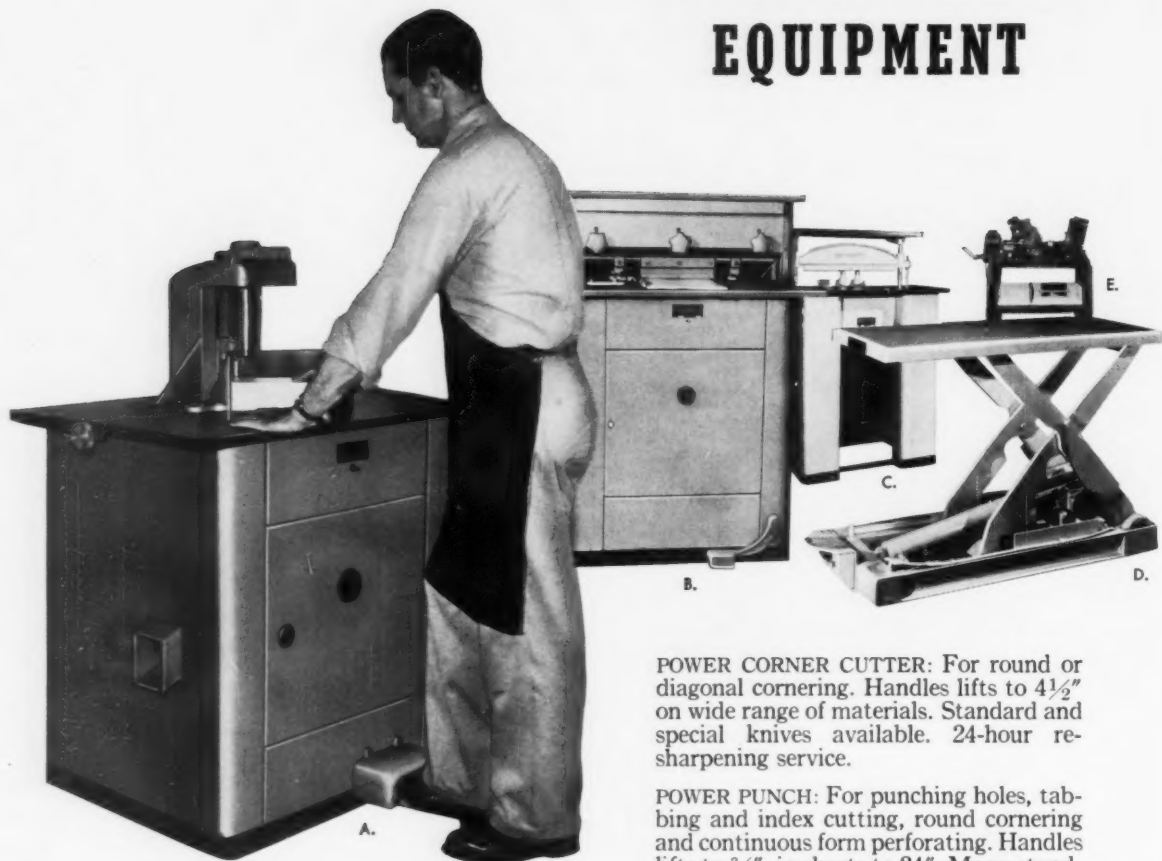
Take a *giant step* to up-date your letterpress facilities by installing new Millers, the *modern* profit-makers!

Write today for full information!



MILLER PRINTING MACHINERY CO., 1115 Reedsdale St., Pittsburgh 33, Pa. In Canada: Sears Limited, 253 Spadina Rd., Toronto 4

SOUTHWORTH'S GRAPHIC ARTS EQUIPMENT



- A. POWER CORNER CUTTER
- B. POWER PUNCH
- C. FOOT POWER PUNCH
- D. LIFT TABLE
- E. ENVELOPE PRESS

POWER CORNER CUTTER: For round or diagonal cornering. Handles lifts to $4\frac{1}{2}$ " on wide range of materials. Standard and special knives available. 24-hour re-sharpening service.

POWER PUNCH: For punching holes, tabbing and index cutting, round cornering and continuous form perforating. Handles lifts to $\frac{3}{4}$ ", in sheets to 24". Many standard heads. Specials to order.

FOOT POWER PUNCH: Only slightly less versatile than heavy-duty bindery model. Handles lifts to $\frac{1}{4}$ ", holes 20" apart center to center. Ideal for smaller shops, schools and government offices.

LIFT TABLE: Scissor-type load lifting and work positioning device, in range of capacities, table sizes and heights. Ideal in sorting, counting, inspection, feeding and re-skidding.

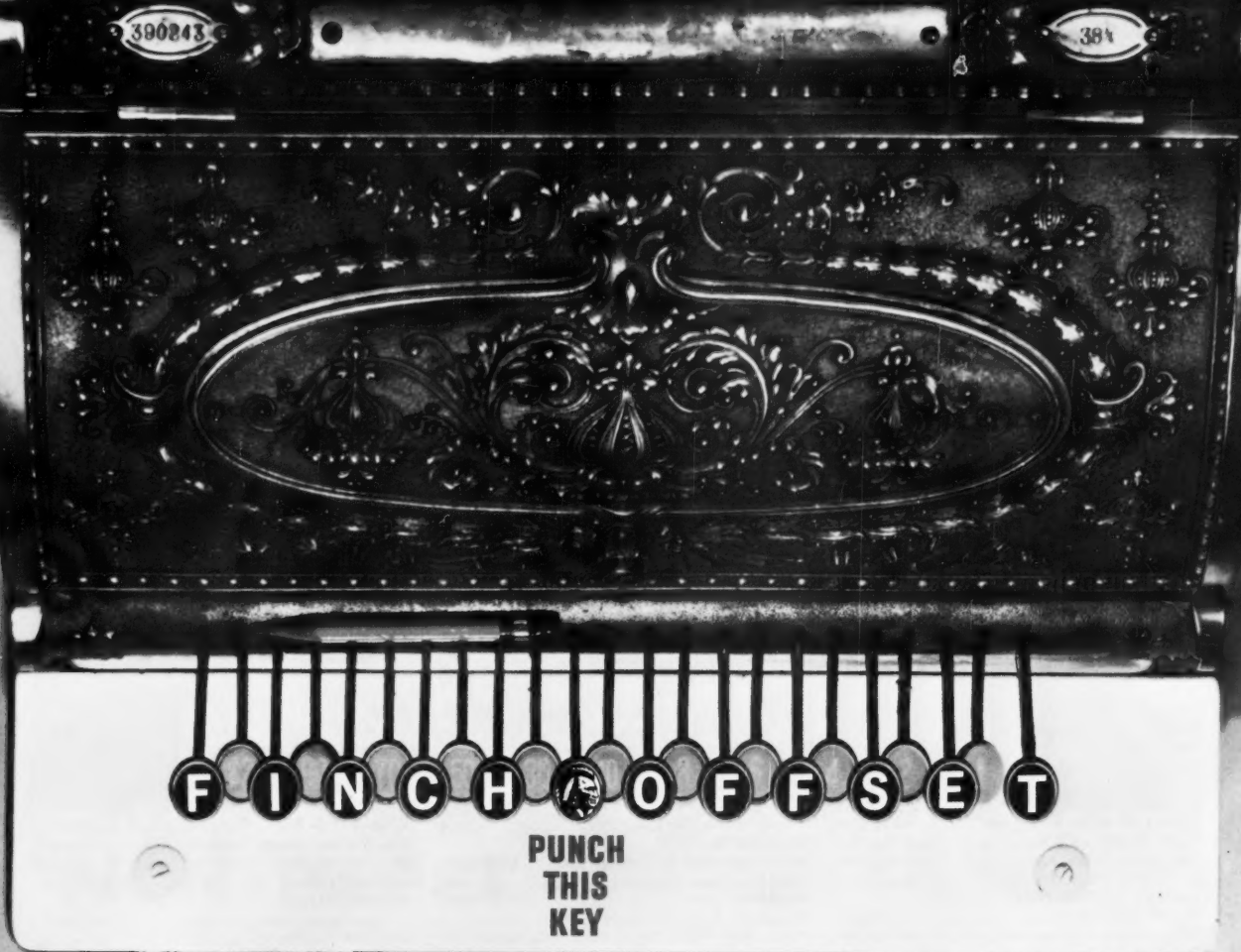
ENVELOPE PRESS: With either mechanical or vacuum feed. Imprints commercial and window envelopes sizes 5 through 12 on face, flap or both at same time. Simple settings, easy make-ready.

FOR DETAILS WRITE: SOUTHWORTH MACHINE CO., 525 WARREN AVE., PORTLAND, ME.



SOUTHWORTH MACHINE CO.
GRAPHIC ARTS DIVISION

Paper Conditioners; Automatic Skid Lifts; Cutters; Deliveries; Layboys; Air Lift Tables; Lift Tables; Skid Turners; Hand, Foot, Motor Driven Punching Machines; Humidifiers; Envelope Presses; Punch Heads; Tabbing Knives and Corner Cutters; Custom Built Allied Equipment.



FINCH, PRUYN AND COMPANY, INC. GLENS FALLS, N.Y.
THIS INSERT PRINTED ON 70 LB. FINCH OFFSET (SEE NEXT PAGE FOR DETAILS)



GET QUALITY PLUS ECONOMY WITH FINCH OFFSET

FINCH OFFSET compares in brightness, finish, formation and press performance with sheets costing much more. It is adaptable to black and white halftones of various screens, line work and combinations as well as color process work. For excellent quality direct mail jobs, booklets, brochures, folders and many other printed pieces, use economical FINCH OFFSET. Ask your paper merchant now for samples and specifications.

THESE FINE PAPER MERCHANTS DISTRIBUTE FINCH OFFSET



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PRUYN**

AND COMPANY, INC. GLENS FALLS, N.Y.

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The Whitaker Paper Co..... Washington

Wilcox-Walter-Furlong Paper Co..... Washington

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Jacksonville Paper Company..... Jacksonville

Everglade Paper Company..... Miami

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Capital Paper Company..... Tallahassee

Tampa Paper Company..... Tampa

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Sloan Paper Company..... Atlanta

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Berkshire Papers, Inc..... Chicago

Bradner Smith & Company..... Chicago

Midland Paper Co..... Chicago

Reliable Paper Co..... Chicago

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The Millcraft Paper Company..... Fort Wayne

Central Ohio Paper Company..... Indianapolis

MacCollum Paper Company..... Indianapolis

IOWA

Western Newspaper Union..... Des Moines

LOUISIANA

A to Z Paper Company..... New Orleans

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Carter Rice Storrs & Bement..... Augusta

C. M. Rice Paper Company..... Portland

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Mudge Paper Company..... Baltimore

The Whitaker Paper Company..... Baltimore

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Carter Rice Storrs & Bement..... Boston

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John Carter & Co., Inc..... Boston

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Judd Paper Company..... Holyoke

Carter Rice Storrs & Bement..... Springfield

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Minnesota Paper & Cordage Co..... Minneapolis

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Carpenter Paper Company..... Omaha

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NEW JERSEY

Central Paper Company..... Newark

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Binghamton Paper Co., Inc..... Binghamton

The Alling & Cory Company..... Buffalo

Horwitz Brothers..... Elmira

The Millcraft Paper Company..... Jamestown

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Baldwin Paper Company, Inc..... New York City

Beekman Paper Co., Inc..... New York City

Bulkley Dunton & Co., Inc..... New York City

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Ris Paper Company, Inc..... New York City

The Whitaker Paper Company..... New York City

Fine Papers, Inc..... Rochester

J. & F. B. Garrett Company..... Syracuse

The Alling & Cory Company..... Utica

NORTH CAROLINA

Caskie Paper Co., Inc..... Charlotte

Epes-Fitzgerald Paper Company..... Raleigh

OHIO

The Millcraft Paper Company..... Akron

The Chatfield Paper Corp..... Cincinnati

The Whitaker Paper Company..... Cincinnati

The Millcraft Paper Company..... Cleveland

Central Ohio Paper Company..... Columbus

Central Ohio Paper Company..... Dayton

The Whitaker Paper Company..... Dayton

The Millcraft Paper Company..... Toledo

Paper Merchants, Inc..... Toledo

PENNSYLVANIA

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The Alling & Cory Company..... Harrisburg

Wilcox-Walter-Furlong Paper Co..... Harrisburg

Wilcox-Walter-Furlong Paper Co..... Philadelphia

The Whitaker Paper Company..... Pittsburgh

Megargee Brothers, Inc..... Scranton

Wilcox-Walter-Furlong Paper Co..... Scranton

Mudge Paper Company..... York

RHODE ISLAND

The J. C. Campbell Paper Co..... Pawtucket

Carter Rice Storrs & Bement..... Pawtucket

John Carter & Co., Inc..... Providence

SOUTH CAROLINA

Epes-Fitzgerald Paper Company..... Columbia

TENNESSEE

Sloan Paper Company..... Chattanooga

Southern Paper Company..... Knoxville

Southland Paper Co..... Memphis

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Caskie Paper Co., Inc..... Lynchburg

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NCR
no carbon required
Paper
TRADE MARK
REG. U.S. PAT. OFF.

ARMCO **ARMCO STEEL CORPORATION**

ARMCO STEEL CORPORATION
ARMCO DIVISION
MIDDLETOWN, OHIO
ARMCO

PRELIMINARY ORDER ACKNOWLEDGMENT
Date February 17, 1961

From Wire Rope
Pur. Dept.
Kansas City, Missouri

Your order as described below has been received and accepted subject to the Conditions of Sale shown on back hereof. It has been tentatively scheduled for shipment as indicated. The prices of the products sold hereunder shall be our prices in effect at the time of shipment. A formal detailed acknowledgment will be sent to you at a later date.

Sales Service Department
J. E. LYONS, Manager

Mill Order No.	Buyer's Date	Buyer's Order No.	Mill	District
2000-100	10/10/61	1204		EC
Item 1	Product	Weight	Shipping Month	
	HOT ROLLED	50,000#	March	

New steels are born at Armco

"NCR PAPER saves more than its cost...each year."

—ARMCO STEEL CORPORATION, MIDDLETOWN, OHIO

"Copies made with NCR Paper (No Carbon Required) are much more legible than copies made with one-time carbons. This advantage enables us to reduce costly mistakes because vital records are never smeared or distorted.

"We also save valuable time and reduce costs because we do not have to insert or remove carbons. Thus, operating efficiency is improved because NCR Paper forms make it possible to pick up originals and copies as a complete unit.

"The cleanliness of NCR Paper tends to improve morale. Employees have a better mental attitude

toward their work when they do not have to bother with carbons.

"We estimate NCR Paper saves more than its cost, each year, thus giving us a good return on our investment."

D. E. Reichelderfer

D. E. Reichelderfer
Vice President—Finance

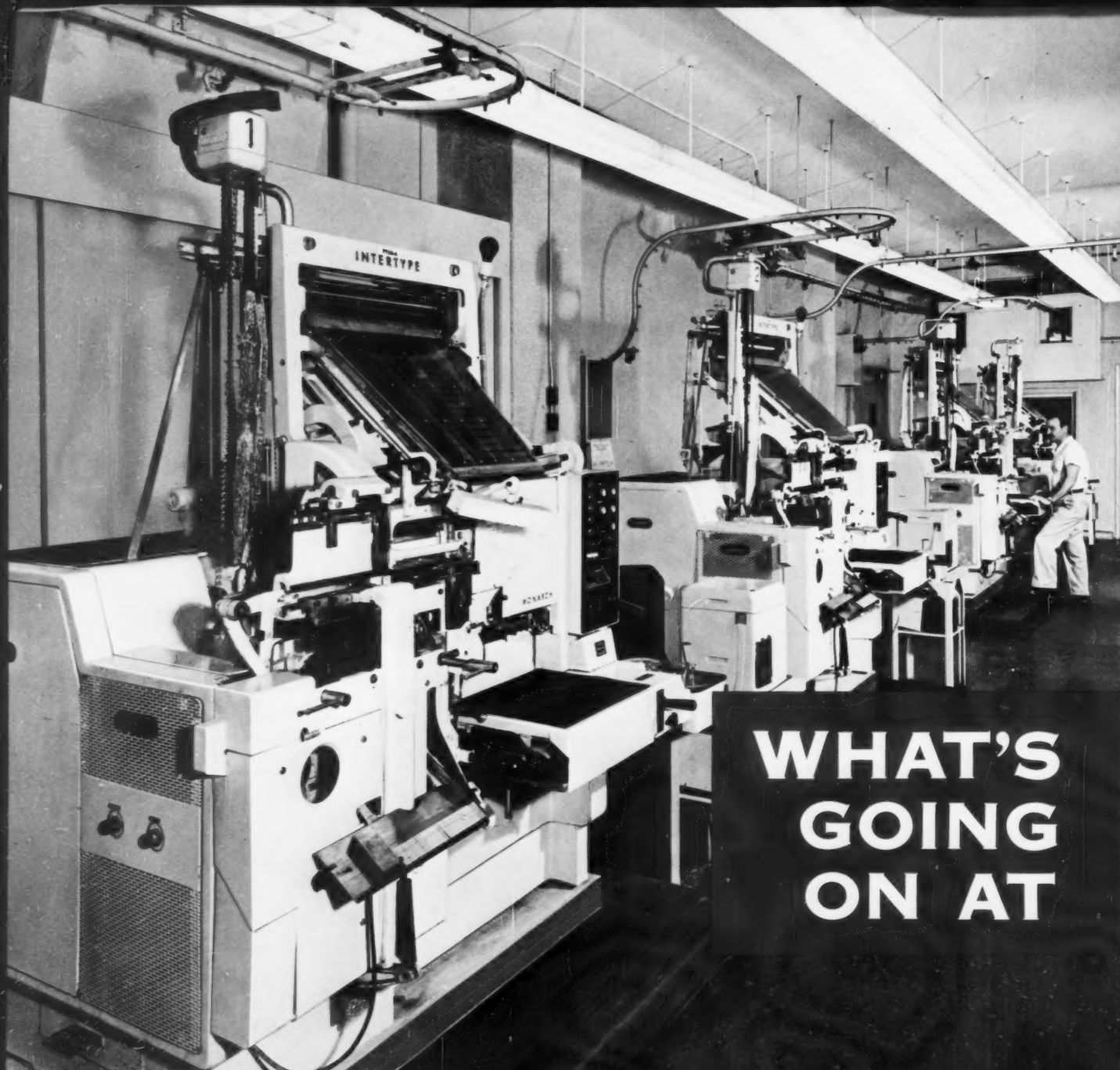
ASK YOUR LOCAL PRINTER OR FORMS SUPPLIER ABOUT NCR PAPER

Another Money-Saving Product of

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

1039 OFFICES IN 121 COUNTRIES • 77 YEARS OF HELPING BUSINESS SAVE MONEY

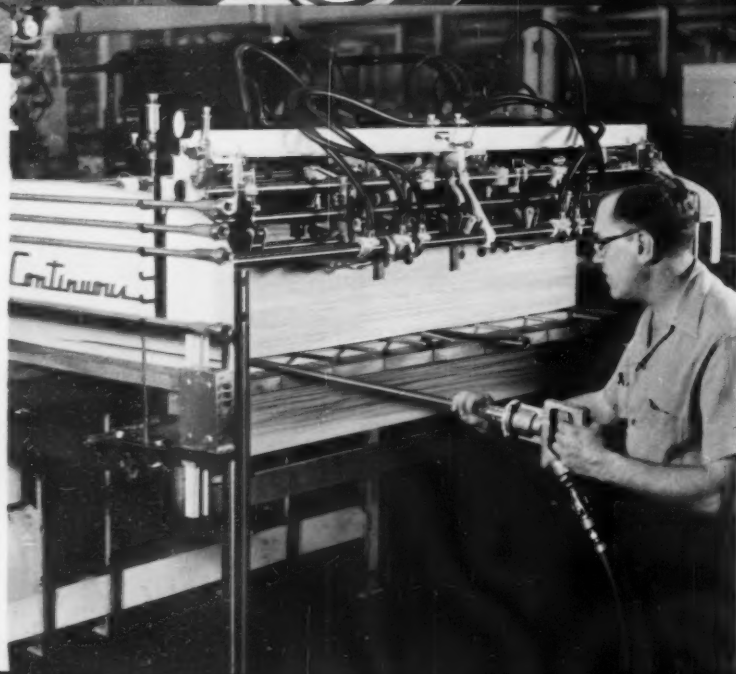
**NCR PAPER
ELIMINATES
CARBON PAPER**



WHAT'S GOING ON AT

WORLD'S FASTEST LINECASTING MACHINES automate typesetting at the West Palm Beach, Fla., *Post-Times*. These four Intertype Monarchs set news, classified advertising, market quotations and editorials from both wire service and locally perforated tape, which are sent to the composing room via overhead conveyor.

"AIR SWORDS", attached to an air line and inserted to support remnant pile, are a unique feature of the new Harris Continuous Feeder. Stock, on a standard mill skid, can then be loaded directly into the feeder. Continuous Feeder is shown on a new Harris 43 x 60" two-color press slated for shipment to *Lebanon Paper Box Manufacturing Company*, Lebanon, Pa.





NATIONAL ASSOCIATION OF BROADCASTERS Engineering Achievement Award winner, Raymond F. Guy, is shown here at the controls of Riverside Church Radio WRVR, New York City. Mr. Guy recommended this Gates FM 10KW Transmitter to beam Riverside's programs to the entire metropolitan area.



ALL-TIME-HIGH SABER II SALES have created the need for additional installation and service personnel to handle erection of these popular Seybold paper cutters. Shown above is one of the groups undergoing an intensive training program at our Harris-Seybold Division's Dayton, Ohio, plant under the guidance of "Red" Frazier, product coordinator for Seybold power paper cutters.

HARRIS-INTERTYPE

ADJUSTING EVAPORATOR JARS used in high-vacuum techniques at PRD Electronics, Inc., to deposit a precise metal film on a glass or ceramic plate. Finished plates are used in PRD attenuators at radar installations and research laboratories.

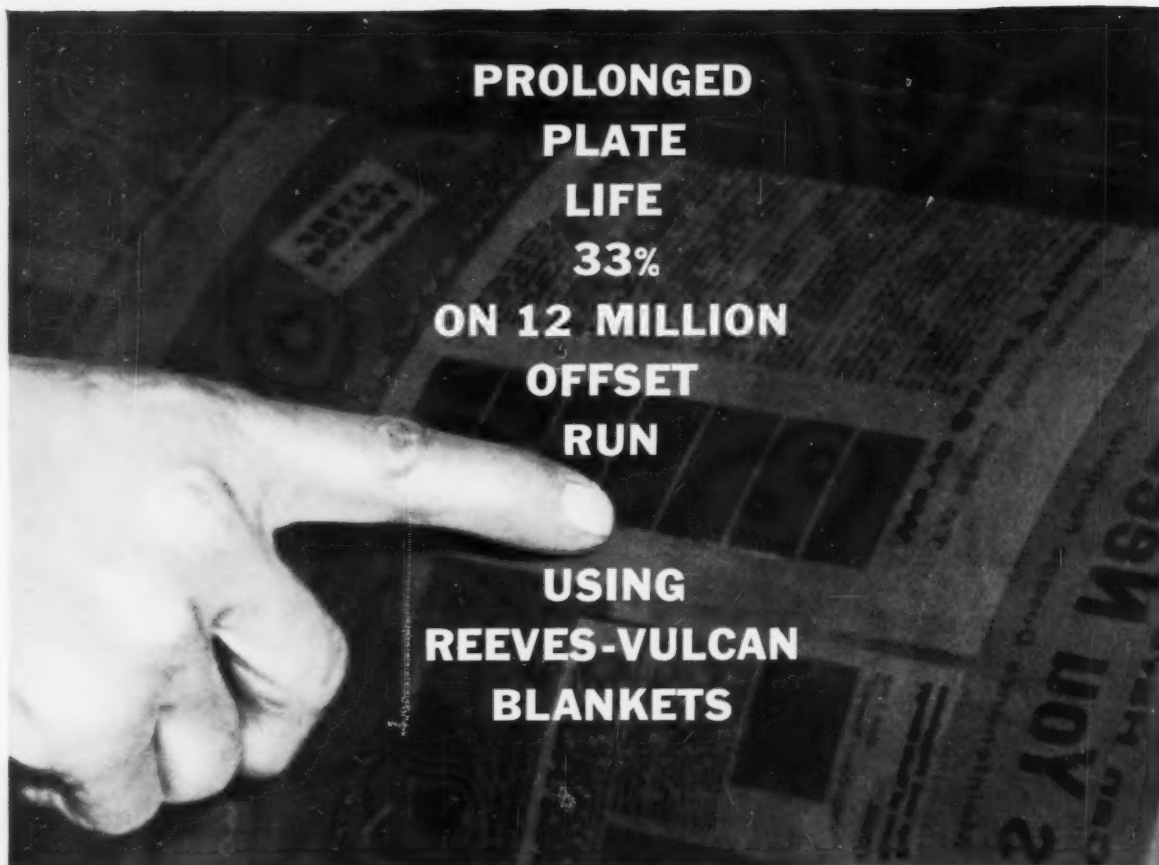
DISCUSSING CURRICULUM with Howard M. Dirks, Harris-Intertype's Vice President — Personnel and Corporate Relations, is Gary R. Vollbracht, a freshman student in the Department of Mechanical Engineering, University of Cincinnati. Young Gary was the winner of the 1960-61 Harris-Intertype U of C Freshman Scholarship Award. His entry was sponsored by Gates Radio, H-I subsidiary at Quincy, Illinois.



**HARRIS
INTERTYPE
CORPORATION**

**HARRIS-INTERTYPE
CORPORATION**

GENERAL OFFICE: 55 PUBLIC SQUARE, CLEVELAND 13, OHIO
Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses
Intertype Typesetting Machines • Lithoplate Chemicals and Sensitized
Plates • Gates Broadcasting Equipment • PRD Microwave Instruments



**PROLONGED
PLATE
LIFE
33%
ON 12 MILLION
OFFSET
RUN
USING
REEVES-VULCAN
BLANKETS**

When Brose Offset Lithographic Co., Inc., New York, took on a two-color, 12 million folder offset job, they knew that the life of their pre-sensitized, grainless, aluminum plates would be a major cost factor in the project. That's why they protected their plates with the smooth performance of even-gage Reeves-Vulcan blankets.

"On this job," says William Gustafson, Pressroom Foreman, "a good average for plate life would be 150,000 impressions. But with good plate care we got up to 200,000 a plate... a 33% increase, due to special control of our dampening rollers

and the performance of our Reeves-Vulcan blankets. These blankets hold even gage over the entire surface, and they don't stretch or emboss."

For longer plate life, better reproduction and big savings, always specify Reeves-Vulcan blankets. Whether you print on metal, foil, cardboard or paper, there's a Reeves-Vulcan blanket to help you do the job better. Write to Reeves Offset Blanket Department for information and free copy of new Reeves-Vulcan Blanket Selector and Helpful Lithographic Hints Slide Chart.

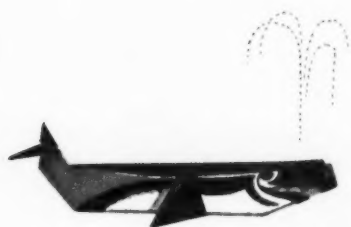
REEVES VULCAN
Vulcan Products Division, 1071 Avenue of
the Americas, New York 18, New York



Plates lasted up to 200,000 impressions by using Reeves-Vulcan blankets, on this 12 million piece run at Brose Offset Lithographic Company, New York according to Stanley Brose, president (right) and William Gustafson, Pressroom foreman.



Well, shiver your timbers!



You're looking at an Origami paper-fold whale reproduced here in vibrant life-like color. Nibroc Offset imparts this touch of reality because of its high-key whiteness and brightness and good opacity.

Try making this whale yourself, instructions are on the back of this page. And while you're having fun making it, note Nibroc Offset's remarkable strength and dimensional stability.

Cartons, skids and rolls; customary sizes and weights. For samples and complete information write or wire Dept. PD, Brown Company, Boston, Massachusetts.

There's more life in **NIBROC® OFFSET**

The ancient Japanese art of Origami (paper-folding) has been handed down for generations in the Orient. All objects are made by folding square pieces of paper. We hope you will try this fascinating art with this piece of economical, free-sheet Nibroc Offset.

If you would like copies of this series sent to you, write BROWN COMPANY (Paper Division).

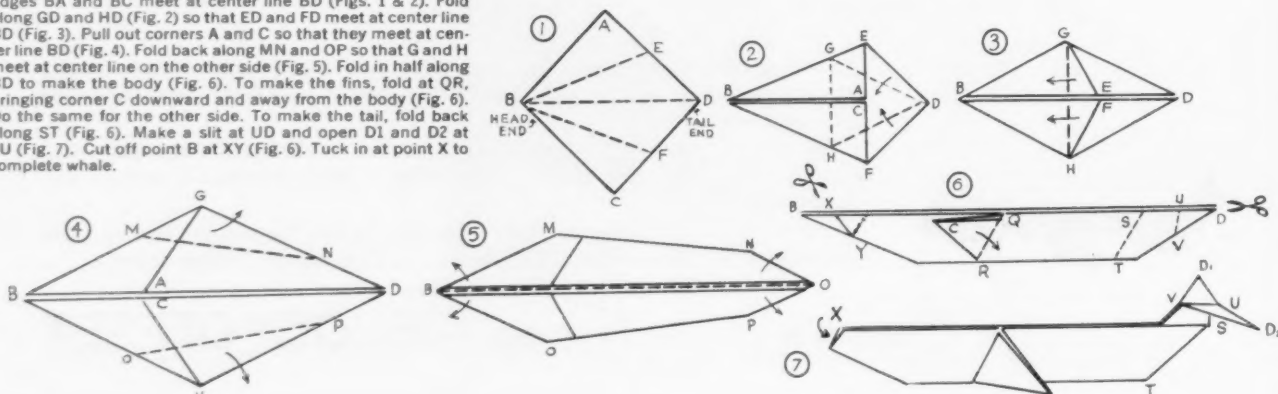
Another Quality Product of BROWN COMPANY

150 Causeway Street, Boston 14, Mass.
Mills: Berlin and Gorham, N. H.

Tear out page on perforation and trim area exactly square before folding.

ORIGAMI INSTRUCTIONS — WHALE

Fold the printed square of paper along BE and BF so that edges BA and BC meet at center line BD (Figs. 1 & 2). Fold along GD and HD (Fig. 2) so that ED and FD meet at center line BD (Fig. 3). Pull out corners A and C so that they meet at center line BD (Fig. 4). Fold back along MN and OP so that G and H meet at center line on the other side (Fig. 5). Fold in half along BD to make the body (Fig. 6). To make the fins, fold at QR, bringing corner C downward and away from the body (Fig. 6). Do the same for the other side. To make the tail, fold back along ST (Fig. 6). Make a slit at UD and open D1 and D2 at VU (Fig. 7). Cut off point B at XY (Fig. 6). Tuck in at point X to complete whale.



IDEAL dependable press aids

**Ideal products help maintain pressroom
efficiency and finished product quality:**

Ideal Tantone (Synthetic) Lithographic Rollers
Ideal Masterlith (Vulcanized Oil) Lithographic Rollers
Lithocraft Lithographic Rollers
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Keraltone (Plastic) Typographic Inking Rollers
Plast-O-Damp® System of Measured Moisture
Synthox (Synthetic) Letterpress Rollers
Ideal Typocraft (Solid Synthetic) Rollers
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DX Synthetic Newspaper Rollers
Flexocraft Rollers
Impression Rollers (all types)
Ideal Process Coated Rollers
Ace Graytone Rollers
Coating and Varnishing Rollers
Textile Rollers
Duregravure Rotogravure Impression Rollers
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Ideal Photoengravers' and Litho Proof Rollers
Waxing Machine Rollers
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Pull and Draw Rollers
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Fabric-Covered Rollers

Other Ideal Products Guaranteed to Render Exceptional Service

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Machines

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fountain work)

Cutting Rubbers

Surfacing Compositions

Special Rubber and Syn-
thetic Molded Items

Rubber and Synthetic
Plate Gums

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Adhesives

RE-NU-ROL Roller and
Blanket Conditioner

IDEAL ROLLER & MANUFACTURING CO.

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Chicago 8, Ill.

21-24 Thirty-ninth Avenue
Long Island City 1, N. Y.

6069-6073 Maywood Ave.
Huntington Park, Cal.

5238 Peachtree Road, NE
Chamblee, Ga.

33 Stirrup Brook Highway
Marlboro, Mass.

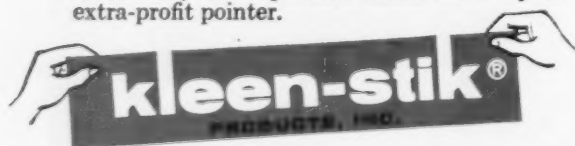
Point the way to **better display...**



with **kleen-stik® pressure-sensitive**
TWO-SIDED TAPES

Instantly Convert Any Printed Piece Into A Complete, Self-Sticking P.O.P. Display

Versatile Kleen-Stik Transfer Tapes can guide you to profitable extra display jobs. Your customers will appreciate the convenient peel-and-press application of these self-sticking adhesives. So easy to use... and so easy for you to apply on printed sheets — in your own plant, or through a nearby Kleen-Stik Service Plant. *Make it a point to promote Kleen-Stik — your extra-profit pointer.*



7300 West Wilson Avenue Chicago 31, Illinois
 Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

Leading Advertisers Use Kleen-Stik for 1001 P.O.P. Applications

- Window Streamers
- Shelf Talkers
- 3-D Displays
- Slide-Stiks
- Flange Displays
- Package Stick-ons

... and many more

2 Types meet every need

- "D" Tape — multi-purpose economy tape for all light-weight uses
- Dubl-Stik — special heavy-duty adhesive holds heavier displays of cardboard, plastic, wood, etc.

WRITE for full details

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP



JERRY LEWIS STARS IN HIS OWN PRODUCTIONS RELEASED BY PARAMOUNT

Profits in the rough! Make the green easily without giving up a stroke of quality by quoting on Consolidated Enamels. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for less. You quote lower. Sales go up. Trouble-free press performance, too. Proved by over three million tons. Get *free test sheets* from your Consolidated Paper Merchant. Compare performance, results, costs. See for yourself!

Available only through your Consolidated Paper Merchant

LETTERPRESS: Production Gloss, Modern Gloss, Consolidated Gloss

DOUBLE COATED OFFSET: Productolith, Consolith Gloss, Consolith Opaque

WEB OFFSET: Consoweb Brilliant, Consoweb Modern, Consoweb Velvet

Consolidated

LARGEST ENAMEL PAPER SPECIALIST

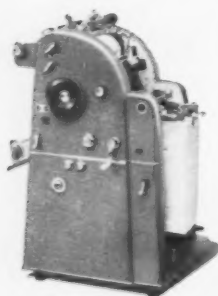
A COMPLETE LINE FOR LETTERPRESS AND OFFSET PRINTING

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago



only half the story

output doubles up on this offset machine



It's the A. B. Dick "Large Image" offset machine—173 square inches of image area. Runs 8½" x 11" forms, letterheads and bulletins 2-up . . . smaller forms 3, 4, even more at a time. Takes short runs out of the "do-'em-a-favor-to-keep-the-business" class and makes them profitable. Clicks off 9000 copies per hour—and every one letter-perfect, thanks to Aquamatic ink-water balance, self-adjusting cylinders and a host of other built-in skills. Ask your A. B. Dick Company distributor (in the Yellow Pages), or send the coupon.

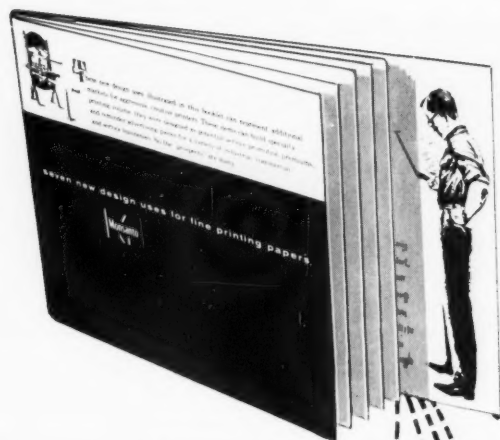
A. B. DICK COMPANY

5700 West Touhy Ave., Dept. IAP-51, Chicago 48, Illinois

Send me your new folder with the complete story on your Model 360 offset machine, if you please.

NAME _____
 TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

 **A·B·DICK®**
 OFFSET PRODUCTS



Ideas
for "SERVICE" specialties
you can print and sell profitably
...illustrated in new
free booklet



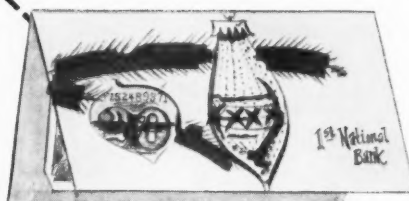
**HI-FI
ALBUM
INDEX**

to bring you business from record shops and recording companies. An attractive premium that record buyers will appreciate and use to keep track of their collections. Advertising imprints and tie-ins, like paste-in album identification stamps, offer the sponsor additional promotion possibilities.



A SALES AID

many realtors need. Informative folder with realtor's imprint clarifies his valuable services to property seekers. Saves his time, promotes public understanding, improves his reputation. Fact folders can develop business and goodwill for many local professional services.



MONEY GIFT FOLDERS

you can sell to banks. Specially designed for Christmas, graduation, birthdays, and many other gift occasions. Banks will be delighted by the way these timely, attractive folders can snare new accounts and build "stop in" traffic.



**PICKUP
REQUEST CARDS**

every dry cleaner or laundry will want to use to help hold their customers. Conveniently attached to deliveries, low-cost postage-prepaid postcards increase repeat orders... save phone calls, reduce last-minute pickups, cut down on troublesome "rush" requests.

These new printed "sales tools" can be created for many local or regional businesses, printed attractively on quality fine papers available from mills that size their paper stocks with Monsanto MERSIZE.[®]

Get all the details about 16 profitable printed specialty ideas, illustrated in a free 10-page booklet. Mail the handy coupon today.



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ORGANIC CHEMICALS DIVISION
DEPARTMENT 2783-B • ST. LOUIS 66, MO.

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Company _____
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SKIDS • CARTONS
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Weston-quality cotton fiber paper — in the type and grade you want — delivered the way you want it — in rolls, skids, cartons or reams — ready for fast, efficient production. This is the kind of service you can count on from the Weston mills — now better than ever equipped to deliver better cotton fiber papers. BYRON WESTON COMPANY, DALTON, MASSACHUSETTS - *Makers of Papers for Business Records Since 1863.*



Now... a "compact" adhesive binder for profitable short runs

The *Martini Autobinder* automatically binds and covers a wide variety of work. It is widely used for economical short runs of magazines, directories, catalogs and similar work.

Versatility

The *Autobinder* can be used also for covering side-stitched or sewn books... for back gluing of sewn books... and, with a mull strip attachment, for adhesive binding of books for casing-in.

Size range

The size range extends from a minimum of 6 x 4" to a maximum of 16 x 10" in thicknesses from 3/16 to 1-3/4". The speed ranges, in stepless variation, from 1500 to 3500 books per hour.

Set-up time

Set-up time, as proven from actual experience in many plants, will be from 15 to 45 minutes depending upon the extent of the changeover. All adjustment controls are conveniently placed and are fitted with knobs or

handles for instant use. Precise setting scales are supplied where needed.

Operating cycle

The operating cycle commences with the placing of the gathered signatures into the self-opening clamp. After automatic jogging, the clamp closes and carries the book to a rotary knife where the folds are cut off the backs. A milling disk roughens up the back for increased penetration of the adhesive.

Rotating brushes are used to remove the paper dust left after milling. Two glue rollers are provided to apply the adhesive. Side rollers can be used for applying glue to the side of the book when using four-creased covers. The book is then advanced to the covering station where the cover is fed and attached. At the next station the back is formed and the cover is squared. The bound and covered book is then conveyed under the feeding station to an automatic stacker delivery. Books are stacked spine down on a heated metal delivery table.

Paper scrap and dust from the knife

and milling stations are removed by an integral suction system.

Cover feeder

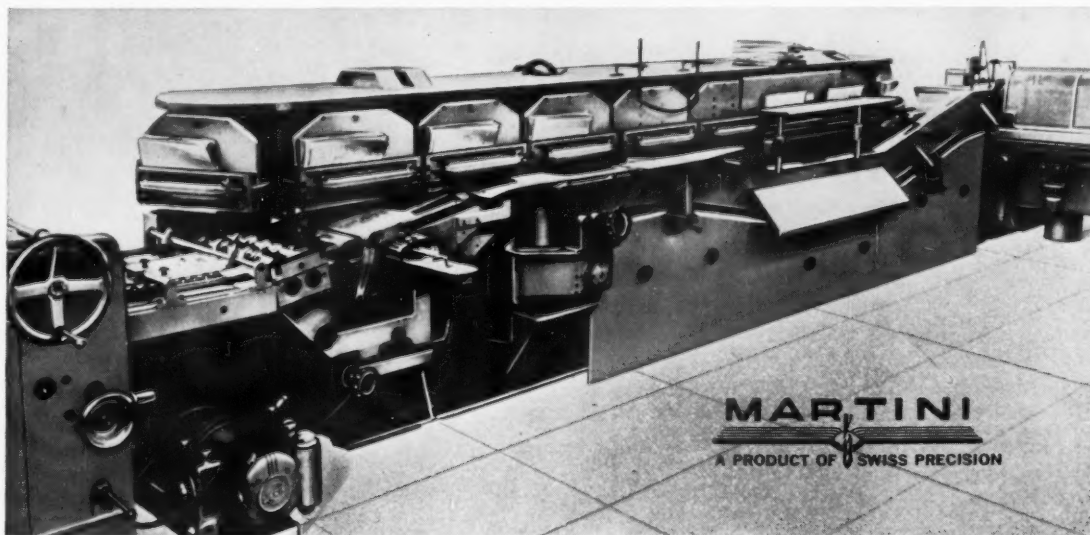
The feeder is of the continuous reloading type. The feed mechanism is of the positive vacuum gripper type. The feed table is equipped with scoring wheels to make two or four creases in the cover. Interlocking controls prevent a cover from being fed unless a book is in position or stop the machine when a cover is not in position for the book.

Mull strip attachment

The Model 2 *Autobinder* provides an attachment for the application of a mull (crash) strip between the book block and the cover when additional strength is required. This attachment can be used also to apply cloth or crepe strip for books which are to be cased-in.

Floor space requirements are the same for both models: 28 x 8 ft.

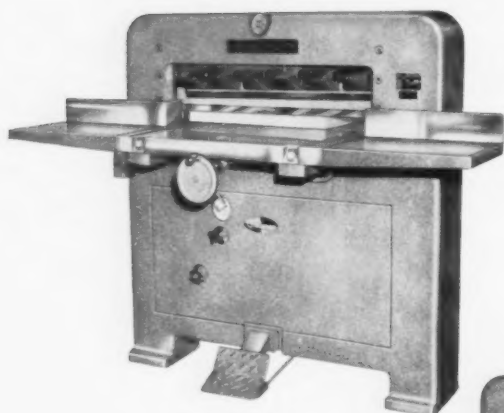
For further information or an actual plant demonstration, contact the T.W. & C.B. Sheridan Company, 220 Church Street, New York 13, N. Y.



SINCE 1835

SHERIDAN

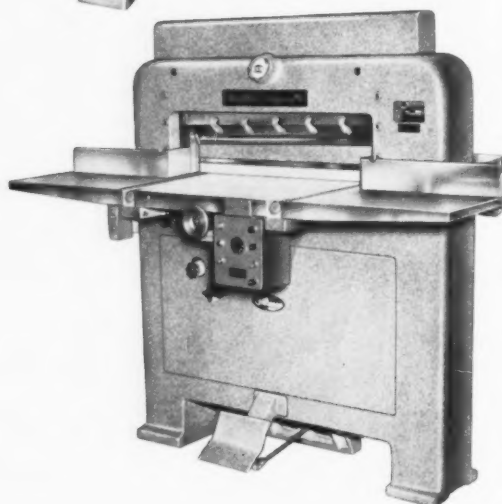
NOW! THE ALL-NEW 30½" CHALLENGE CHAMPION POWER PAPER CUTTER IS AVAILABLE IN 3 MODELS



Semi-Automatic



Automatic



Automatic with Power Back
Gage and Automatic Spacer

Choose any degree of automatic operation for your needs

The All-New Challenge Champion, which brings you features previously found only in larger or more expensive cutters, such as —

- Design for continuous cutting duty
- Push-button operation • Automatic Paper Deflector
- Light line indicator for faster, more accurate cutting
- Double scribe line tape indicator for accurate reading
- Easy-to-reach clamp pressure adjustment and gage
- Full 36" high table with two extensions
- Handsome, multi-tone light green finish is now available in these 3 models.

Champion Semi-Automatic, Model 305MB, with push-button knife operation and Toe-touch Power Clamping.

Champion Automatic, Model 305MC, with even faster push-button Automatic Knife and Clamp.

Champion Automatic with Power Back Gage and Automatic Spacer, Model 305MCD, for really fast handling of repetitive cutting operations. (Also available with power back gage only.)

To help you choose the model that can best help speed your cutting operations, ask for our handy descriptive literature on these three models. Ask your local Challenge Dealer or write us.

PC-121

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Made in America by Challenge — the leading manufacturer of small power cutters.





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Summer or winter, Trojan Tro-Mark Adhesive Label Paper stores, feeds, prints and die-cuts like the finest quality printing paper.

Tro-Mark handles and registers perfectly because of its revolutionary Suspension Grip Adhesive Surface. Unlike conventional gumming, Tro-Mark's surface is made up of millions of separate adhesive beads that never touch. So both paper and adhesive are free to expand or contract at their own rates... can't cause curling even under extreme conditions of humidity.

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The Gummed Products Company

Division St. Regis Paper Company • Troy, Ohio

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Quality Products"



OXFORD
NORTH
STAR
PAPERS

force for dynamic reproduction





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Oxford North Star Papers, pride of the line, are a new family of trailing-blade-coated papers, distinguished for their remarkable levelness and their excellent printability. North Star superiority among coated papers can be demonstrated for you by your nearby Oxford merchant. For his name, drop us a card at 230 Park Avenue, New York 17, N.Y.

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Polar Superfine Enamel
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NORTH STAR OFFSET PAPERS

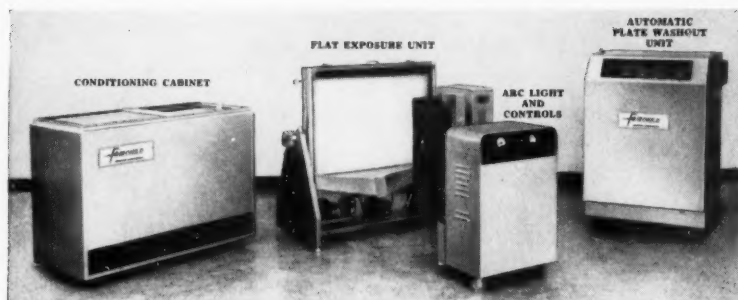
Polar Offset Enamel
Polar Offset Enamel Dull
Maineflex Offset Enamel

(for this insert, basis 25 x 38—100 lbs.)

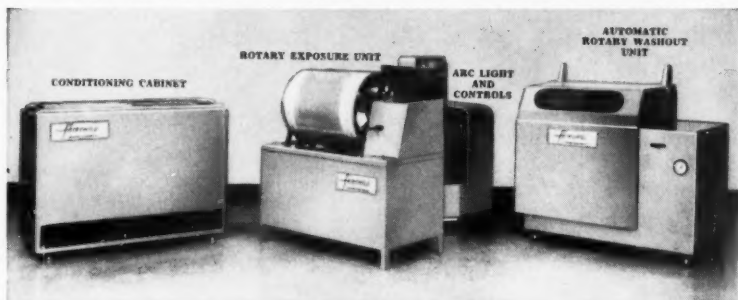
Maineflex Offset Enamel Dull

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PERFORMANCE PROVED...IN MANY PLANTS



FAIRCHILD PROCESSING EQUIPMENT FOR FLAT OR ROTARY DYCRL* PLATES

- All units designed and engineered in close cooperation with DuPont.
- *Exclusive* side-mounted automatic timer and controls on flat and rotary washout units for extra convenience and ease of operation.
- *Exclusive* convenient stainless steel storage tray on top of all washout units.
- *Exclusive* plug-in control on washout units contain all electrical parts; easily and quickly removed for cleaning or servicing.
- *Exclusive* oversize flat exposure unit — full 30 x 40 inches — excellent for offset plates too.
- Heavy duty cooling system requires only two blowers on flat exposure unit assuring maximum air flow and minimum maintenance.
- Plate conditioning cabinet provides for maximum storage and easy access to plates of all sizes.

Only with Fairchild Dycril Processing Equipment do you get so many extra convenience features, plus "performance proved" equipment that assures economical and reliable operation. Fairchild equipment has been in day-to-day operation in many plants for over four years. Fairchild provides coast to coast service by conveniently located factory trained specialists.

*DuPont's trademark for its photopolymer printing plates.

FAIRCHILD
GRAPHIC EQUIPMENT
DIVISION OF FAIRCHILD CAMERA AND INSTRUMENT CORP.
Sales and Service available throughout the world

ANSWERS to questions commonly asked about Fairchild and Dycril

Why is Fairchild today's leading supplier of Dycril processing equipment?

Because Fairchild Graphic Equipment engineers have worked with DuPont research engineers since 1955, when DuPont first began to consider commercial production of Dycril photopolymer plates. The result of this close association is Fairchild's complete line of plant-tested processing equipment to meet individual requirements.

Where is service available?

Everywhere. Fairchild maintains a network of factory-trained engineers for installation and servicing of your Dycril plate processing equipment. One of the largest and most extensive field service organizations in the graphic arts industry, it extends from coast to coast.

What is necessary to make good Dycril plates?

The quality of finished Dycril printing plates naturally begins with good copy and good negatives. However, the uniformity of exposure and washout is of equal importance, and to assure this, Fairchild designed their complete line of equipment for automatic processing of Dycril plates.

Where is Fairchild Dycril Processing Equipment now being used?

Here are a few users. (A complete list is available on request)
Atlantic Linotype, Brooklyn, N. Y.
City Electrotype Co., Detroit, Mich.
Foilcraft Printing Corp.
West Hempstead, L. I., N. Y.
Blackwell Wielandy Co.
St. Louis, Mo.
Acme Printing Co., Inc.
Everett, Mass.
Litho Composition & Plate Co., Inc.
Boston, Mass.

Fairchild Graphic Equipment, Dept. FGE 58
Fairchild Drive, Plainview, L. I., N. Y.

☐ Please send me your new descriptive brochure on the complete line of Fairchild Dycril plate processing equipment.

☐ Please have a Fairchild Engineer call.

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COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

Announcing Epic^{*} Executives, Regular &

A complete new line of highest quality envelopes made from a specially developed bright white sheet and designed with a distinctive look of executive prestige.

Executive Prestige Appearance

EPIC EXECUTIVE Envelopes have been specifically designed to convey an impression of executive prestige and importance. The clean-cut edges, diagonal seams and pointed flaps convey "The Executive Look" that gets fast, favorable attention.

Supreme Printability

Printers will find EPIC EXECUTIVE Envelopes are unmatched in printing performance. The specially designed bright white stock has a uniform, ink-receptive texture. Its high brightness provides crisp contrast for type and line signatures and corner cards. Maximum flatness and uniformity give economical, trouble-free press performance.

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The EPIC EXECUTIVE line includes eight widely used sizes in Commercial, Official and Outlook® window envelope styles ... to meet the largest and most important requirements of business communications.

Designed for Automation

EPIC EXECUTIVE Envelopes are designed to perform smoothly and efficiently in all automatic inserting and postage metering machines.

Extra Value

In addition to their many other advantages, EPIC EXECUTIVE Envelopes are priced to save you money.

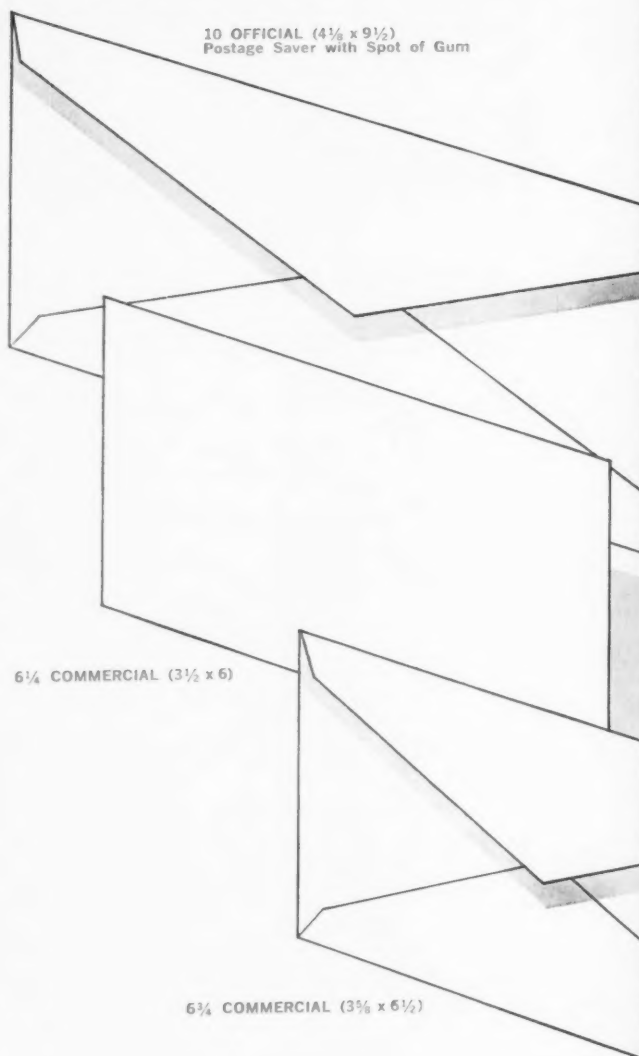
Modern Packaging

EPIC EXECUTIVE Envelopes are packaged in an attractive new DEEP-LID box for faster, easier press feeding.

Guaranteed Quality and Uniformity

EPIC EXECUTIVE Envelopes are guaranteed, to give complete satisfaction.

*T.M. Reg. Applied for by U.S. Envelope Co.



Outlook®

9 OUTLOOK WINDOW (3 $\frac{7}{8}$ x 8 $\frac{7}{8}$)

10 OUTLOOK WINDOW (4 $\frac{1}{8}$ x 9 $\frac{1}{2}$)

6 $\frac{3}{4}$ OUTLOOK WINDOW (3 $\frac{5}{8}$ x 6 $\frac{1}{2}$)

10 OFFICIAL (4 $\frac{1}{8}$ x 9 $\frac{1}{2}$)

9 OFFICIAL (3 $\frac{7}{8}$ x 8 $\frac{7}{8}$)



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P-75

PRINTER AND LITHOGRAPHER • May, 1961

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LETTERPRESS
INKS

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EXECUTIVE OFFICES: 67 WEST 44th STREET, NEW YORK 36, N. Y.



IS YOUR CUSTOMER PROUD TO SIGN HIS NAME ON THE LETTERHEADS YOU PRINT?

Seat yourself behind the desk

of a top-level executive in one of the important firms whose letterheads you print. Does your correspondence reflect

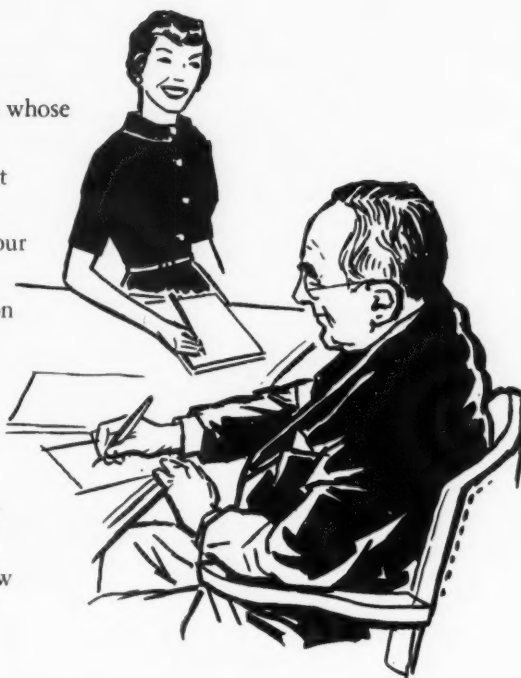
the importance of your words? Your position? Your company? If not, you can be sure the over-all impression

would be improved if your printer had told you of the difference a good paper makes . . . if he had

recommended this letterhead be printed on a paper with superior look, feel and printing performance. Show

your customers you understand their needs —

recommend a quality PARSONS Bond Paper.



Prestige Papers for Business

PARSONS BONDS

YOURS: Outstanding Letterhead Design Portfolio — created by the Advertising Design Department of world-famous Pratt Institute — on Parsons King Cotton Business Papers. Write on your business letterhead for Portfolio Number 832



OLD HAMPDEN BOND	●	{ Extra 100%
PARSONS BOND	●	100%
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PARSONS PAPER DIVISION

NATIONAL VULCANIZED FIBRE CO.

HOLYOKE, MASSACHUSETTS

PRINTER AND LITHOGRAPHER • May, 1961

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YOU GET MORE FROM YOUR MEAD MERCHANT



Your MEAD merchant provides prompt



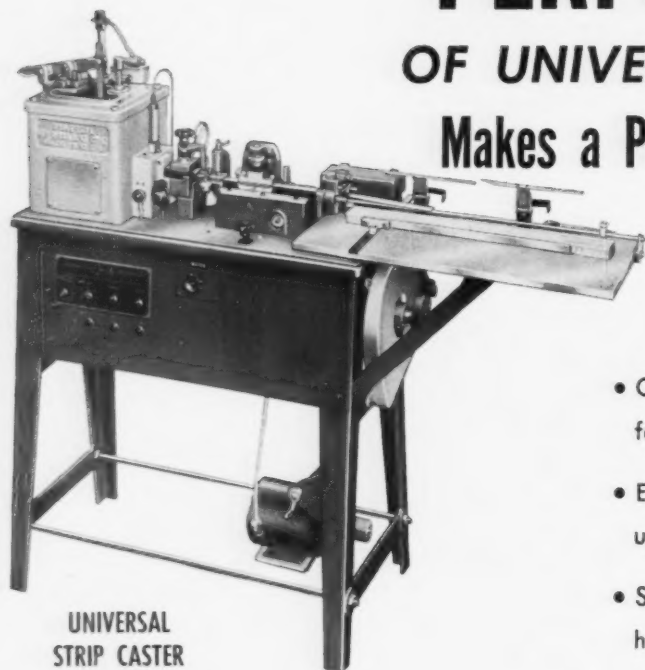
delivery ... on all kinds, sizes and amounts of paper!

Your MEAD MERCHANT is local. He specializes in prompt delivery. If extra paper is needed for the job on press, he can usually supply it immediately. He takes a personal interest in filling your orders accurately and on time—even in emergencies. He understands your problems. So when it comes to fast service... let him come to you! It is just another of the ways YOU GET MORE FROM YOUR MEAD MERCHANT!


Mead Papers, Inc., a subsidiary of The Mead Corporation, Dayton 2, Ohio



PERFORMANCE OF UNIVERSAL EQUIPMENT Makes a Powerful Sales Story



**UNIVERSAL
STRIP CASTER**
Gas and Electric
Models

- Outproduces all others in both quality and quantity, speeding up production, make-up and distribution.
- Casts 2 pt. hairline as well as all other rule faces, free of nicks and weld marks.
- Easily casts 1 pt. twin leads; 2 pt. twin leads up to 100 lbs. an hour.
- Smoothly casts 18 pt. slugs up to 130 lbs. an hour.
- Casts ornamental rules. 

Rule Cutter:



Adjusts in points to 100 picas, for cutting vertical rules and 2 pt. strip in notches used under heads (See Circles). Faster and better than a saw for this work.

Knurling Tool:

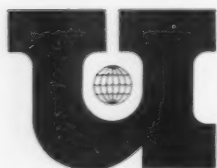


Makes $\frac{1}{16}$ " and $\frac{1}{8}$ " dash leaders on vertical copper rules.

UNIVERSAL MONO-TABULAR BROACH

This form was composed using Universal Cast Rules, Honig Multiple Broach, Rule Cutter and Knurling Tool.

It's the World's	Most Practical System Yet Devised		For Rule Form Composition
Any form can	CUT ON THE RULE CUTTER		
be registered			
within two minutes,			
combining quality,			
speed and instant			
register. Just			
a couple of medium			
sized forms each			
month will pay for			
this broach.			
	Dash leader line		$\frac{1}{8}$ " leader
	cast on Universal.		



See Your Nearest Dealer or write to

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715 N. Central Expressway

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SOS

OCCASIONALLY, ONE NEEDS A NOTE OF URGENCY

Oft stated, by brainy thinkers and brawny doers, is the idea that Life consists largely of an endless repetition of routine acts. The morning shower, the evening paper, the 8:13 in and the 5:43 back. The Monday afternoon staff meeting. The Saturday golf match. The monthly meeting of the Zarathustra Society.

Occasionally, though, this orderly schedule is broken for most of us by a single, special, unique, once-in-a-lifetime, never-again-to-be-repeated event. Sometimes sorrowful, often pleasurable, always unpredictable, it invariably demands some sort of communication. On these occasions, one needs a note of urgency. Witness these non-recurring — or, so we hope — examples:

I know it's an impossible deadline, Sam, and I'll never ask you to do it again; but, there are any number of shops in town who'd give their eyeteeth to print this job.

Get it straight, Wimbish — either those hamsters go, or you do.

Unless you can send at least a partial remittance by return mail, we shall be forced to place this matter in the hands of our attorneys.

If you don't say, "yes," Anita, I'll kill myself.

Marketers are many times confronted with an urgent need to motivate men to move merchandise. That is when the special-purpose letterhead assumes the same importance, for a brief time, as the corporate letterhead itself.

An Exercise in Special-Purpose Letterheads

Four examples of short-lived, high-use letterheads: a seasonal merchandise promotion, a political campaign, a civic celebration and a retail sales event. Vitality is the essential ingredient here — but never at the cost of good graphics. The designer's art is fully as important to a special-purpose letterhead as to the basic image-builder of any business — the corporate letterhead. The same preoccupation with essentials — layout, typography and color — is called for. And the same care in paper selection. The crisp, clean, colorful designs you see here appear at their best because they've been lovingly laid on PLOVER BOND.

Unsurpassed whiteness. Uniform finish. Unmatched press performance — lies flat; defies curling. PLOVER BOND.

Prideful result of the finest raw materials, the ultimate in craftsmanship and the purest papermaking water in the world. It's visibly better.

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WEBB FOR CONGRESS COMMITTEE
32 MAIN ST. BOONE, IA 50032

WHITING **PLOVER** PAPER COMPANY, STEVENS POINT, WI
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better papers are made with cotton fiber

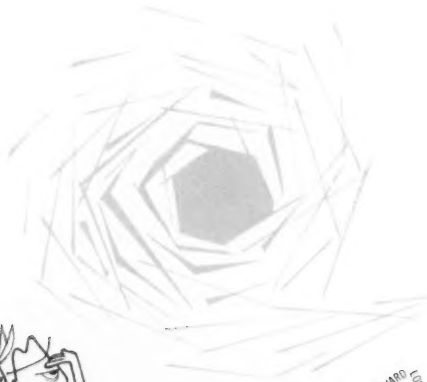


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MAD MARKET
MARA-THON
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 Atlanta.....The Whitaker Paper Company
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 Buffalo.....The Alling & Cory Company
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 Chicago.....Chicago Paper Company
 Chicago.....Midland Paper Company
 Chicago.....Moser Paper Company
 Chicago.....Reliable Paper Company
 Cincinnati.....The Chatfield Paper Corporation
 Cleveland.....The Alling & Cory Company
 Columbia, S. C.....Palmetto Paper Company
 Dallas.....Clampitt Paper Company
 Danbury, Conn.....Mid-Eastern Envelope & Paper Company
 Denver.....Jensen Paper Company
 Des Moines.....Western Newspaper Union
 Detroit.....The Whitaker Paper Company
 Dubuque.....Weber Paper Company
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 Greensboro, N. C.....Dillard Paper Company
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 New Orleans.....Alco Paper Company
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 New Orleans.....Sam A. Marks and Co.
 New York.....The Alling & Cory Company
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 New York.....H. P. Andrews Paper Company
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 New York.....Forest Paper Company
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Orlando.....Graham-Jones Paper Company
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 Portland, Ore.....Zellerbach Paper Company
 Providence, R. I.....Central Paper Company
 Raleigh, N. C.....Dillard Paper Company
 Redding, Calif.....Zellerbach Paper Company
 Reno.....Zellerbach Paper Company
 Richmond, Va.....B. W. Wilson Paper Company
 Roanoke, Va.....Dillard Paper Company
 Rochester, N. Y.....The Alling & Cory Company
 Sacramento.....Zellerbach Paper Company
 Saint Louis.....Acme Paper Company
 Saint Paul.....Leslie Paper
 Saint Paul.....Newhouse Paper Company
 Salt Lake City.....Western Newspaper Union
 Salt Lake City.....Zellerbach Paper Company
 San Antonio.....Clampitt Paper Company
 San Diego.....Zellerbach Paper Company
 San Jose.....Zellerbach Paper Company
 Seattle.....Zellerbach Paper Company
 Shreveport.....Western Newspaper Union
 Sioux City.....Western Newspaper Union
 Sioux Falls, S. D.....Leslie Paper
 South San Francisco.....Zellerbach Paper Company
 Spokane.....Zellerbach Paper Company
 Stockton, Calif.....Zellerbach Paper Company
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 Tacoma.....Zellerbach Paper Company
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 Trenton, N. J.....J. B. Card & Paper Company
 Tulsa.....Tulsa Paper Company
 Utica, N. Y.....The Alling & Cory Company
 Walla Walla.....Zellerbach Paper Company
 Washington, D. C.....Frank Parsons Paper Co.
 Wichita.....Western Newspaper Union
 Wilmington, N. C.....Dillard Paper Company
 Worcester, Mass.....The J. C. Campbell Paper Co.
 Yakima.....Zellerbach Paper Company

*Up-to-date Business News
of Interest to Management in the Printing
and Allied Industries*



newsletter

**Business Turns Upward,
But Rise Seems Gradual**

New signs each week that business is turning upward . . . signs of continued improvement throughout year . . . rise seems gradual, no sudden spurts . . . 1962 looks bright.

**March Paper Sales Hit
All-Time Monthly High**

March printing paper sales by merchants rose 15.38% above February level to new all-time monthly high . . . National Paper Trade Assn. figures show 1st quarter volume 1.4% above total for same period last year.

**Congress OK's New
Minimum Wage Bill**

Congress approved \$1.25 minimum wage bill May 3 . . . within four months \$1 minimum will go to \$1.15 for 23,900,000 workers now under Wage-Hour Law, \$1.25 two years later. Some 3,600,000 workers will be brought under law for first time. President Kennedy has signed the legislation.

**New Committee Seeks
To Aid Small Business**

President Kennedy set up White House committee on small business May 2 to develop new policies and programs on behalf of small firms. John E. Horne, head of Small Business Administration, is chairman . . . President has asked for additional suggestions that would assure small business fair share of government procurement.

**PIA Financial Meetings
May 18-19, May 22-23**

Printing Industry of America will stage two financial conferences this month . . . on West Coast at Plush Horse Inn, Redondo Beach, Calif., on May 22-23 . . . on East Coast at Hotel Kenmore in Boston on May 18-19. Theme of both meetings will be "Stop Your Profit Leaks."

**PIA Committee Studies
Kennedy's Tax Program**

Printing Industry of America's Tax Committee met May 2 to study President Kennedy's tax program . . . his proposed tax credits for spurring plant and equipment investment seen as falling short of hoped-for action allowing full depreciation at faster rate and with larger first-year write-offs.

**Some Special Delivery
Rates Going Up July 1**

Second, third and fourth class special delivery rates going up 10¢ July 1 . . . no first class change . . . money order fees going up, too. It will cost more to mail letters and packages to most foreign countries July 1 . . . be sure you have new rate schedule.

OVER

PRINTER AND LITHOGRAPHER • May, 1961

**Miller Introduces New
Web Offset Equipment**

Miller Printing Machinery Co. of Pittsburgh announced late last month its new entry in the web offset field with the Miller W-22 17½x22½ Web Offset Press . . . press accepts roll stock up to 24 inches, has sheet delivery with rotary cut-off fixed at 17½ inches . . . maximum speed said to be 20,000 sheets an hour. See June New Equipment for details.

**Apprenticeship Meeting
June 5-8 in Vermont**

Eastern Seaboard Apprenticeship Conference, to be held June 5-8 at Equinox House, Manchester, Vt., is sponsored by U.S. Labor Dept.'s Bureau of Apprenticeship and Training and labor commissioners and apprenticeship councils in New England States, New York, Pennsylvania, New Jersey.

**Claim Drying Problems
Eliminated on New Press**

New printing process said to eliminate all drying problems being developed on West Coast . . . prototype press capable of limited production going into operation. Inventor seeks to interest qualified parties with adequate research facilities in graphic arts field. Details in our June issue.

**PIA Business Program
Wins National Award**

Printing Industry of America's "Managing Your Business" program has won 1961 United States Chamber of Commerce award for the best of all profit-building programs developed by national trade associations . . . PIA President Francis N. Ehrenberg received award May 1 at USCC annual meeting.

**RCA Has New Process
For Newspaper Plates**

New process for producing newspaper engravings at savings in time and cost required by conventional photochemical methods was introduced April 26 by Radio Corporation of America. See our June New Equipment department.

**1961 Self-Advertising
Contest Announced by PIA**

Printing Industry of America, Inc. and Miller Printing Machinery Co. have just announced 10th Annual PIA Printers and Lithographers Self-Advertising Exhibition and Awards. Deadline is Sept. 15 . . . entry blanks from PIA, 5728 Connecticut Ave., N.W., Washington 15, D.C., or from Miller at 1117 Reedsdale St., Pittsburgh 33, or Sears Ltd., 253 Spadina Rd., Toronto 4, Canada.

**Imagineering Contest
Runs Until Sept. 30**

National Paper Trade Assn.'s second Imagineering Contest, conducted for encouraging creative thinking and uncovering examples of unusual printing on paper, began May 1 and will run until Sept. 30. Association merchant members as well as their customers are eligible to enter.



Is Blue for girls?

No sir. Blue is for boys. Pink is for girls. And get it right because mothers deeply care about this color distinction. Thus, from the cradle forward, color is an important and dominant element in our lives. Even in unromantic business.

Colors—HOWARD BOND colors—identify, instruct, get things done

whether used for business forms or other kinds of business printing. Too, HOWARD BOND in its twelve clean, clear colors, gives a satisfying two-color effect at the price of one color printing. To many aspects of your business, HOWARD BOND offers the moving, energized benefits that only color obtains.

So have your secretary locate your HOWARD distributor and ask for samples. Or, easier still, ask your printer to bring you a HOWARD BOND sample book. And remember, Blue is for boys.

✓ ✓ ✓

ALL HOWARD PAPERS are quality controlled by *AccuRay*.

HOWARD PAPER MILLS, DIVISION OF  **St. Regis** PAPER COMPANY • URBANA, OHIO

Howard Bond

"The Nation's

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Printed on Maxwell Offset



Basis 80—Camberra Finish

Printed on Maxwell Offset — Basis 80 — Cambera Finish

All Howard Paper quality controlled by AccuRay®



Discoveries in American Art

...on Maxwell Offset

Adolph Dehn, twice a Guggenheim Fellowship winner, brushes a crisp vignette of Spring in "Central Park". Mr. Dehn—teacher, lecturer, author—has exhibited in more than 20 one-man shows and all major national group shows, including the Whitney Annual and Carnegie Institute. His work hangs in more than 35 Museums throughout the world. May we simply point out that *your* color reproductions—on Maxwell Offset—can be just as fine?

HOWARD PAPER MILLS, INC. • Maxwell Paper Company • Subsidiary of  St. Regis Paper Company • Franklin, Ohio

May 1961

HOW TEMPERATURE AND MOISTURE CAN CAUSE

Paper Problems

Not all problems printers and lithographers have with paper are caused by manufacturing quirks. Here are some hints and suggestions your pressmen should follow to alleviate troubles



BY JOHN L. KRONENBERG

Mr. Kronenberg, a director of S. D. Warren Co., Boston, also has charge of developing and selling the company's commercial printing papers. He joined Warren in 1938 after working for several years in the offset printing field. Mr. Kronenberg is a graduate of Carnegie Institute of Technology with a degree in printing and publishing.

ALL PAPERMAKERS AND LITHOGRAPHERS face similar problems. Both are confronted with the requirement for converting variable raw materials into consistent finished goods meeting proper quality standards—and at a profit.

The raw materials that go into paper are essentially wood from the forest, water from streams, pigments from the earth, adhesives which may come from agricultural products or from cows, plus many chemicals. All of these vary to some extent. These materials must be put together and made into paper with machinery that is not always perfectly consistent by craftsmen who are good but not always perfect.

On the other side of the coin, the materials used by the lithographer include copy, paper, ink, water, and chemicals, each of which is a variable in itself. These materials must be combined by a sensitive process by craftsmen of varying degrees of ability on equipment that is not always consistent in its operation.

We are both in the business of combining variable materials on variable equipment in a complicated process susceptible to human error in an attempt to turn out a constant product of high quality at a profit. Nobody can bat 1,000 under such circumstances. The most successful pressmen are those who have a knowledge of and an appreciation of the variations to be expected in paper and who can skillfully compensate for them.

Some of the biggest improvements in the paper manufacturing industry in recent years are those which tend to make the process less sensitive to

human error. For example, mills are getting away from the batch process of preparing stock in big tubs or beaters and are installing continuous methods of stock preparation which improve uniformity and reduce the need for constant human judgment.

We are installing on our paper machines Beta Ray gauges which automatically control the basis weight of paper on the paper machine. We are using automatic moisture control devices for better control of moisture in paper. We have a machine that inspects paper, cuts it to sheets, rejects bad sheets, and piles the good ones on a skid, complete with ream markers, ready for the press. Each year we spend more on research.

Lithographers, in turn, are standardizing their processes and improving them with an effort to make them less critical. The Lithographic Technical Foundation very ably leads the industry in this advancement.

But, still we both have our problems and our obligations.

The papermaker has certain obligations which he must meet if he does his job well. First of all, paper must be properly designed for the end use. If the paper is recommended for varnishing, you should expect it to have a good varnish holdup. If it is recommended for lithography, it should be water resistant enough and strong enough to handle any normal job.

The paper should be manufactured within reasonable weight tolerances and bulk tolerances. The strength must be adequate as defined by the mills' various tests, which may include litho-

graphing tests under standard conditions with standard tack-rated inks. The paper should have an ink setting time appropriate to the intended end use. Its moisture content should be at a reasonable figure. The paper should be trimmed squarely and be properly packed so as to arrive normally at its destination in good condition.

The major constituent of paper is wood fibers, and these fibers will stretch and shrink as they take on and give off moisture. This is fundamental and we know of no way to change this fundamental.

All of the qualities of a sheet of paper are the result of compromise. For example, extra folding quality can be built into a sheet, but usually at the expense of appearance and printability. Extra opacity can be built into a sheet, but usually at the expense of brightness. More moisture can be added to paper, but usually at the expense of a blackened surface or of waves and cockles. More bulk can be built into paper, but usually at the expense of finish and strength. And so it goes. The best sheet of paper is the best compromise that can be built to meet a market demand at an appropriate price.

Now, the lithographer also has his obligations with respect to the use of his major raw material—paper.

First of all, he must order the proper paper for the end use. Lithographers must keep the paper wrapped until it has attained completely the pressroom temperature. And this is not just a matter of hours in winter weather.

For example, a skid of paper 48x72 and four feet high which comes into



The paper hygroscope, or sword hygrometer, shows how the relative humidity of a skid of paper compares with that of the pressroom air. The hygroscope, developed by the Lithographic Technical Foundation, has a long blade which is inserted between the sheets as soon as the paper is unwrapped.

your plant after having been in transit in 10° F weather for several days, will take five days to achieve pressroom temperature at 70°. If you start running the paper sooner, you are running a risk of distortion.

I have seen a skid of cold paper in a pressroom where the edges were dripping wet from condensation. It is as sensible to allow this to happen as it would be to water down a skid with a fire hose.

Preferably, the paper should be kept wrapped until it is ready to go to press and it should be kept covered with waterproof skid covers or at least with a waterproof paper between printing unless it is in perfect balance with relative humidity in the pressroom.

A pressroom foreman will want to know the relative humidity of his pressroom and the RH balance of the paper so that he can prepare for or avoid problems that are likely to ensue if they are out of balance. He needs a sword hygrometer for this purpose and he must understand how to use it, be-

cause this instrument has limitations.

We know that paper fibers act like a sponge and they will swell as they absorb moisture and they will shrink as they give up moisture. Air also acts like a sponge, and it will absorb moisture out of the fibers if the air has a lower moisture content than does the paper. Air will give up moisture to the fibers if the paper is drier than the air.

The atmosphere consists of gases which are not snugly packed together, but which have voids or empty spaces. When the air is warmed, the empty spaces are enlarged and its capacity to accept moisture is increased. When the air is cooled, its empty spaces shrink and its capacity to hold moisture is thereby reduced.

The only time that the sponging competition between air and paper ever ceases is when they are in complete equilibrium, but even then, a change in temperature or a change in humidity will start up the competition anew.

Dry paper in a moist atmosphere tends to absorb moisture and the fibers tend to swell. If the paper is in a pile, the edges will swell, resulting in wavy edges. If the paper is exposed to the air, it will stretch all over and result in misregister.

Conversely, when moist paper is in a dry atmosphere, the fibers shrink, the result being tight edges if the paper is in a skid or an over-all shrinking if the paper is exposed to the air.

Humidity changes, a major consideration in handling or storing paper, are illustrated in the adjoining tables.

Waviness results when paper edges pick up more moisture than the body of the sheets. It can be temporarily corrected by heaters or by placing the paper in a room heated to temperatures of 100-110° F.

Possibly the most important thing to remember concerning paper and the moisture content of the air is that the easiest way to adjust the relative humidity in the pressroom is through the use of heat.

If your pressroom is dry, as it may be in the wintertime, simply turn off the radiators and let the pressroom cool down. A 10° drop in temperature automatically increases your relative humidity one-third. A 20° drop in temperature doubles relative humidity.

Conversely, in the summertime, it is possible to turn on the radiators in order to decrease the humidity. A 10° rise in temperature cuts your relative

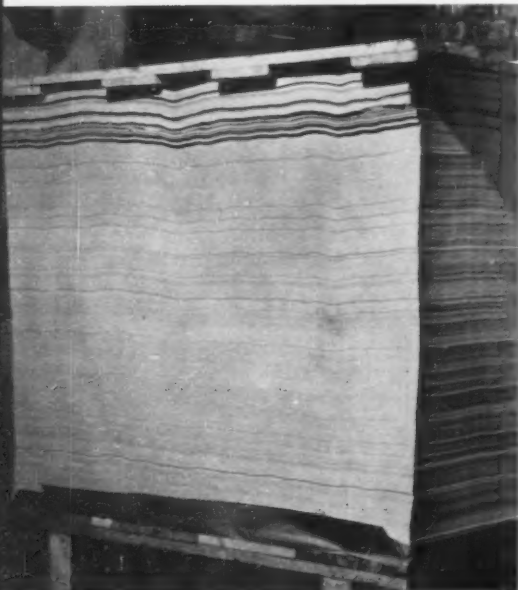
HUMIDITY CHANGES

The following table shows changes of relative humidity in one Midwestern city during ten days in May:

	Max. Temp.	Min. Temp.	Relative Humidity (Per Cent)		
			7 A.M.	Noon	7 P.M.
Monday . .	69	52	82	53	49
Tuesday . .	74	60	68	62	55
Wednesday .	62	54	91	94	85
Thursday . .	72	57	82	46	42
Friday . . .	78	57	60	34	41
Saturday . .	73	57	74	53	36
Sunday . . .	66	52	68	45	57
Monday . .	67	55	60	46	58
Tuesday . .	81	62	59	54	61
Wednesday .	81	67	81	67	50

The following table shows the average relative humidity readings for the different months in different cities (based on an indoor minimum temperature of 75°).

	Boston	Chicago	New Orleans	New York	Philadelphia	St. Louis	San Francisco
January	16	16	37	16	18	18	35
February	14	14	37	14	16	16	37
March	19	20	51	20	22	25	38
April	27	28	57	28	29	35	38
May	39	40	64	42	44	51	41
June	54	54	65	57	58	58	44
July	61	60	67	62	59	57	46
August	61	63	68	64	62	59	47
September	51	52	68	57	58	59	47
October	36	35	60	38	38	38	46
November	25	24	47	26	26	26	34
December	18	16	37	19	19	19	34





These are some of the major paper problems that printers face from poorly made or improperly conditioned paper. Poor conditioning results from exposing paper too quickly to pressroom air which has a different relative humidity than that of the paper.

humidity to three-fourths of its initial value. A 20° rise in temperature cuts your relative humidity to one-half. As you know, warm air has larger voids and can carry more moisture.

There are many other little tricks that you are familiar with—the use of infrared lamps on the edges of paper to reduce waviness, the use of humidifiers to add moisture in a dry pressroom in the winter, and so on.

Bear in mind that paper generally comes into your pressroom in balance about 38% to 45% relative humidity and that the ideal pressroom humidity therefore is about 40%. This is high enough to eliminate static electricity problems and low enough to be in proper relationship to most paper as it comes into the pressroom. There are practical reasons, of course, why you may want to control your pressroom at a higher relative humidity, but remember that if you do, you are compromising with the ideal.

There is one other area of pressroom problems that may be associated with paper—but certainly is not always associated with paper—and that is the area of specks and hickies. Paper can contain pits or depressions in the surface which will lead to a white spot in an otherwise black print. However, pits also can appear in plates and in blankets, and they, too, result in white spots.

Lumps can come through on the surface of paper, and they may stick to the blanket where they pick up mois-

ture and print white in an otherwise black solid. Sometimes these lumps come from sources other than paper within the lithographic plant—spray, for instance.

Paper can pick or it can produce what we call pickouts. In either case, the material that is picked out sticks to the blanket, picks up moisture, and gradually prints white.

There can be dust particles on the surface of paper which can have a similar effect. In each case you will note that, generally speaking, all specks which come from a paper source print white, because they are water receptive and tend to stick to the blanket where they accept water and repel ink.

Not all white specks have a paper source, of course. The cotton fibers shed by dampener rolls generally travel through the inking system to the plate where they pick up moisture and tend to print white. These fibers are longer and wider than paper fibers and are generally easy to distinguish.

Spray causes a multitude of problems in the pressroom and in some cases can act just like a paper-source hickie.

It has been my observation over a great many years that most trouble with paper occurs on the critical and fussy jobs, many times because too much is expected or at least hoped for.

Trouble-free production on many critical jobs comes only if everything is perfect or close to its optimum, but rarely do you get the best of everything

on a single job. Paper may vary within tolerances in all of its qualities and cannot always be at its maximum in all of its characteristics in a single delivery.

Craftsmanship varies in a lithographic plant, not only from man to man, but from day to day. Pressmen fight with their wives at breakfast and have bad days, too.

The pressman may be handicapped by the limitations of the original copy or by the poor craftsmanship of the photographer or the platemaker in his own plant. The layout of a form may preclude best results and force an unfortunate compromise. The best lithographers are those who plan to avoid critical situations by allowing a margin of safety wherever possible. Most problems occur when paper is being used too near or beyond its normal limits.

Lithographers who standardize on a few grades of paper made by a reputable mill generally have fewer problems than those lithographers who are always working with papers of unknown or nonstandard qualities.

Basically, papermakers are producing better paper than they have ever made before. Lithographers are producing better lithography than ever in history and require better papers.

All you need to do is to go back in your files and compare the quality of what is commonplace today with what was commonplace 10 or 15 years ago. The best jobs of yesterday may be ordinary today. By 1970 today's best efforts will look sad by comparison.

General Temperature Conditioning Chart for Paper

(From Lithographic Technical Foundation, January 1952)

CUBIC VOLUME OF PAPER	TEMPERATURE DIFFERENCE BETWEEN PAPER ON ARRIVAL (OUTDOOR TEMPERATURE MAY BE USED FOR EASY CALCULATION) AND TEMPERATURE OF PRESSROOM (ROOM IN WHICH PAPER IS TO BE OPENED)							
	10°	15°	20°	25°	30°	40°	50°	60°
6 cubic feet	5 hrs.	9 hrs.	12 hrs.	15 hrs.	18 hrs.	25 hrs.	35 hrs.	54 hrs.
12 cubic feet	8 hrs.	14 hrs.	18 hrs.	22 hrs.	27 hrs.	38 hrs.	51 hrs.	78 hrs.
24 cubic feet *	11 hrs.	16 hrs.	23 hrs.	28 hrs.	35 hrs.	48 hrs.	67 hrs.	100 hrs.
48 cubic feet	14 hrs.	19 hrs.	26 hrs.	32 hrs.	38 hrs.	54 hrs.	75 hrs.	109 hrs.
96 cubic feet	15 hrs.	20 hrs.	27 hrs.	34 hrs.	41 hrs.	57 hrs.	79 hrs.	115 hrs.

* Time paper should stand, unopened, in order to come into balance with room temperature.

NOTE: Determine cubic volume of paper on skid or in cases by multiplying length x width x height (in inches) and dividing by 1728. Determine cubic volume of paper in roll form by multiplying diameter x diameter x ¼ length (in inches) and dividing by 1728.

Excerpt from Lithographic Technical Foundation Technical Bulletin No. 8

"If paper is unwrapped while cold and allowed to stand in the pressroom it will very quickly develop a bad case of waviness because its low temperature chills the air immediately surrounding the pile and raises the relative humidity to approximately the saturation point, or 100 per cent. Under these conditions, the edges of the sheets may pick up 10 or 12 per cent of moisture before the pile warms up. As the temperature of the pile rises this excess of moisture will be partially given off, but in the process the moisture content of the paper at the edges will follow the desorption curve and will not return to the same moisture content as the rest of the sheet. While the waviness may be reduced somewhat, it will not disappear."

A chart compiled by the Lithographic Technical Foundation shows how long paper should stand unopened in order to come into balance with prevailing room temperatures.

Why and How

Printing Ink Can Be a Management Problem

Printing ink is a complex raw material. Full knowledge of your requirements is needed when ordering it.

In the past 10 years ink has become a top management concern because of cost and specific use factors



BY
WELDON R. COATE

Mr. Coate, general manager of the graphic arts group of Sun Chemical Corp., New York City, has been affiliated with the ink industry for 31 years. After receiving a degree in chemistry from the University of Illinois in 1930, he went directly to work in the laboratories of the General Printing Ink Co., now a division of Sun Chemical, and by 1947 was division manager. In 1957 Mr. Coate became a vice-president and general manager of all Midwestern operations, including 14 plants.

THERE ARE NOT many printing plant managements these days who do not realize that printing ink is something more than a can of color you buy after two minutes' worth of flipping through color samples.

Printing ink is an infinitely complex raw material. It calls for skill and experience to make it. It calls for full knowledge of requirements to order it.

Present-day printers understand this.

What is not yet fully understood by many people is the fact that the printing ink can distort the economics of the whole job far out of proportion to the very small per cent which the ink represents in total outlay.

Printing ink in the last 10 years has become, increasingly, a top-level management concern because (1) as competition increases, the cost of the ink, particularly on large runs of multicolor work, becomes an important factor; (2) special print jobs—for unusual end uses, or involving new kinds of material—demand an insistence upon the precise kind of ink, an insistence which may sometimes not be forthcoming at

levels below that of management; (3) if incomplete information on ink needs is given, lost time can add up to many times the cost of ink.

Other factors which bring printing ink into the area of management are new technical developments and service facilities set up by the more progressive printing ink manufacturers. For the printing firm executive, this means that the ink manufacturer can supply him with the kind of custom service that (a) assures better control of inventory; (b) provides improved balance of standard types of ink and custom formulations, and (c) makes certain that appropriate ink is obtained for unusual or different kinds of work.

Looked upon as a management economics problem, printing ink thus begins to offer actual opportunity for holding existing business and obtaining new business at a profit. This concept contrasts sharply with the old notions of printing ink as an ever-present item which must be disposed of as fast as possible by flipping speedily through the old and well-fingered color sample book.

Printing ink is a matter of financial concern to printing management for two reasons. First, wrong choice of ink can spoil a print job and cause loss to the printer and often his customer as well, far out of proportion to the very small cost of the ill-chosen ink itself. Second, wrong control of ink can make



Roy Parcels (l.) a partner in the industrial design firm, Dixon & Parcels Associates, Inc., goes over colors and ink samples for a package design project with one of the firm's designers. When the design is completed, the printer will have to be prepared not only to supply the ink required for the job but to be able to use it properly.

- 1 *A technician at an ink manufacturing firm checks over a few of the many thousands of available printing ink blends and colors. Reputable ink suppliers should be able to help printing companies decide which inks to stock, which to carry in standard formulations, and which to have mixed to order.*
- 2 *Color samples have long been used to identify printing inks. For most production purposes, eyesight is a reliable guide, but ink suppliers can assure printers of perfect color matching with special spectrophotometer equipment.*
- 3 *When management of a printing firm considers setting up its own ink room, it can be helped by the advice of its ink suppliers. Although the room may not involve heavy outlays of money, since ink is not a large portion of job cost, the inks it produces will be critical to the work of the firm.*

this item disproportionately large in cost estimates. Third, incorrect ink can cause very large losses in production and consequent unlooked-for costs.

The manner in which wrong choice of ink fouls up a printing job is familiar to most printers. The foul-up can be the result of wrong information, poor communication, misunderstanding or inaccurate appraisal of the job that the end product must do and the punishment it must withstand. From a management standpoint, the lesson is clear: sales personnel and pressroom staff must be directed to insist upon having *all* pertinent facts about the printing job. They must never depend upon hunches, assumptions, former customs, or resemblance to other orders.

Some of the larger printing companies devise their own standard forms for job specification. These forms ask for the ultimate in nuts-and-bolts detail: end use of the job, manner of transporting and storing it, life expectancy, nature of products or materials to be shipped or stored or used near the job, etc. Also pertinent are questions about such simple mechanical facts as the paper to be used, the manner in which the job will be folded, type of press to be used, order in which inks will be printed, type of heaters or sprays, etc.

Printing firm managements thus can do a valuable missionary job by instilling in all employees' minds the need to convey information and to obtain information to hand down the line, including full specifications for the ink to be used. Ultimately, the breakdown accounting for foul-ups on some printing jobs might well turn out to be the fault of the printing buyer or the designer of the job. But the printer keeps his hands clean if his own employees have asked all of the pertinent questions and have done their utmost to get the answers.

What can happen when communication breaks down, or the wrong kind of information is communicated, adds up to some very sad tales.



A phonograph record manufacturer ordered 200,000 circular labels printed in a specific shade of magenta with black ink for the type. The printer carried out all of the color and printing instructions and delivered the labels. A few weeks later, the record manufacturer stormed into the printer's plant loaded for bear. The magenta ink had bled all over the records. Every one of the 200,000 was ruined. The customer had neglected to explain that the labels had to be hot-stamped into the record. The printer had forgotten to ask.

In another case, a black-and-green job was carefully planned so that the green ink was to be laid down first. At the last moment the customer changed instructions, called for the black to go down first. The whole job was ruined. The black ink was not compounded to go down ahead of the green, and the green was not designed to print over the black.

Then there was the case of the package of detergent imprinted with a kind of ink that would react with this particular cleaning agent. Normal contact of minute quantities of the detergent with the printing ink on the package caused the ink to run messily.

In another example, plainly the printer's fault, the moisture-setting ink requested by the customer blurred up an entire job and raised havoc with ink rollers. The rollers were simply not the right kind for moisture-setting inks.

More often, difficulties arise from changes instituted without appreciation of the consequences. Inks specified for spirit-varnishing, and lacquers or laminations, for instance, can cause problems.

From management's standpoint, all such problems are pressroom concerns, especially when management knows there are ample experience and vigilance in the pressroom to supply the answers. But increasingly, as printing ink and printing processes grow in complexity, it becomes management's duty to look over the pressroom foreman's shoulders—to see that he has all the information he needs to produce the job.

This kind of assistance from above is desirable, for example, in coming to grips with the question of whether or not to install a printing ink room with a specialist attending it.

The large printer running one kind of ink on one kind of paper may not need in-plant printing ink facilities. But such facilities may offer the prospect of improved production efficiency which will more than repay the cost involved. This may be particularly true when there is a large variety of work on many different jobs.

Where there is such a possibility, the printing ink supplier can help to de-

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velop the cost study needed to reach a decision, and can, if appropriate, help to set up an ink room; he can give recommendations on a suitable split between standard off-the-shelf types of printing ink, and custom formulations. This problem of standard-versus-custom can be tricky. The impulse at first is to assume that standard choices are most economical and most all-round desirable except when custom varieties are specifically ordered. This is not necessarily so. A custom ink can well represent an economical bracketing for a number of related kinds of work, even work for more than one customer.

No general answer can be given to the question: When should custom formulations be used? Printers should study their whole range of jobs with a view to selecting multi-use inks for that range of jobs which, on an average, is adequately served by such a choice. They should pick custom formulations for work which either (a) must be done by special formulations because of the character of printing material or the nature of end use, or (b) which are best served by custom inks because of the long runs involved.

From an economic standpoint it becomes clear that a custom formulation becomes virtually a standard when length of run and volume of ink reaches the point at which the price saving on standard mixes is no longer present. In effect, the ink manufacturer has been able to integrate the custom ink into his product schedule much as if it were one of his own off-the-shelf cataloged varieties. At that point, too, the superior qualities in the custom choice assert themselves.

The particular kind of job and the specific nature of press and paper give the custom ink advantages over the nearest approximate standard type. The standard type of ink would serve the purpose, but the custom variety works better. For example, given certain press conditions and paper stock, specific sequence of colors laid down, and scheduling demanding fast drying time, the custom ink will inevitably be formulated to do the work far better than any standard ink.

Today's inks are a far cry from the linseed oil and lampblack concoctions of many years ago. Scientifically produced inks go through many stages including mixing in units such as this three-roller mill.

The large printer probably needs a carefully worked out assortment of both standard and custom formulations. Printing company executives should help in this selection process.

Here are some of the factors which would normally call for stocking the standard (multi-use) printing inks:

First is minimum inventory. The multi-use, standard selections can serve a number of uses in which the variations fall within reasonable tolerances of the ink.

Second, minimum knowledge requirements. One needs to become familiar with a few multi-use inks, instead of many special formulations.

Third, price advantages. Obviously, it is less costly to stock a few multi-use formulations in place of many custom inks.

Fourth, assurance of quality. *Within the limits of use*, the multi-use formulations have been extensively tested in the field.

Why would one turn to custom formulations: Here are some of the pluses to be found in custom choices:

First, the custom formulation is *the* best answer for a specific printing job consigned to specific conditions and stock.

Second, because the custom formulation does not need to straddle many jobs to give an over-all average acceptability, it is very often the most economical answer to the needs of an individual job.

Third, recourse to the custom formulation provides a way of getting the best possible end result from a given set of limiting conditions, including type and speed of press, paper, rollers,

plates, atmospheric factors, driers, and other considerations.

Fourth, custom formulation provides an opportunity to take best advantage of press speed; makes it possible to come up with an ink that lays down perfectly and that dries at maximum speed.

Fifth, custom formulation enables the printer to work out the best result for unusual end uses. By specific provisions in the formulation, the ink can be given maximum resistance to bending, moisture, heat, sunlight, etc.

Finally, the proper handling of the ink problem poses the question of outside help. What kind of advice and information can printers expect from their printing ink suppliers?

Again, the printer-supplier relationship here means pressroom supervision and inkmaker representation. Though the printing company management must take responsibility—must make certain that things get done at the levels below—the fortunate fact is that men at the supervisory level are infinitely more knowledgeable and more alert to technicalities than they were 20 and 30 years ago.

As with most other industrial fields rooted in complex technology, printing inkmakers can supply answers to difficult problems in proportion to the size and technical facilities which are at their command.

For the small printer, the service facilities of the small ink manufacturer are normally adequate. But for the diversified printer and the printer with large and expensive inventories of paper and ink at stake, the resources of

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New Fluorescent Pigments

Used for Letterpress and Offset Inks

TWO CHICAGO COMPANIES—the Gaw-O'Hara Envelope Co. and the Chicago Imperial Printing Co.—have been experimenting in recent months with fluorescent ink printing on letterpress and offset equipment.

Both companies employed closely controlled production runs with fluorescent inks made with new pigments developed by Lawter Chemicals, Inc. They report that high visibility printing of fluorescent colors can be handled in much the same way as conventional inks, when they are properly formulated for use with the particular equipment and paper stock involved.

According to Marnell O'Bryan, merchandising manager of Gaw-O'Hara, "Prior to releasing our special envelope mailing, we carefully tested the fluorescent inks on a variety of letterpresses and are pleased to report that we were most satisfied with results."

Using a Kelly flat-bed press, Gaw-O'Hara first tried making one impression by double rolling. The results

proved to be much too light. Next a double-roll skip-feed method was tried. "It produced good depth of color," O'Bryan reported, "but it flooded the plates and resulted in fuzzy printing images that lacked sharpness. Also it slowed our press down by one-half."

The procedure finally adopted was to make one impression with the use of three rollers which, O'Bryan reported, "resulted in a clear, sharp impression that had adequate color depth."

"We ran approximately 12,000 mailing pieces with rubber plates because we found that metal plates tended to mottle. Red-orange fluorescent color was laid down first followed by the conventional orange and black. Our speed of printing with fluorescent ink was normal."

After this first successful production, Gaw-O'Hara tackled other fluorescent printing jobs but varied the procedure used to produce them.

"For example, our business reply envelopes featured lemon yellow fluores-

cence," O'Bryan said. "This was run on a Harris S1 cylinder press. Since we couldn't put three rollers on the S1 Harris, we used two sets of rollers instead of just one as normally used."

"Then we ran fluorescent sample envelopes featuring red-orange fluorescence on the Harris P2 press, using the normal number of rollers. We experimented with leaving the fountain half open and then completely open. The results in both cases were very good."

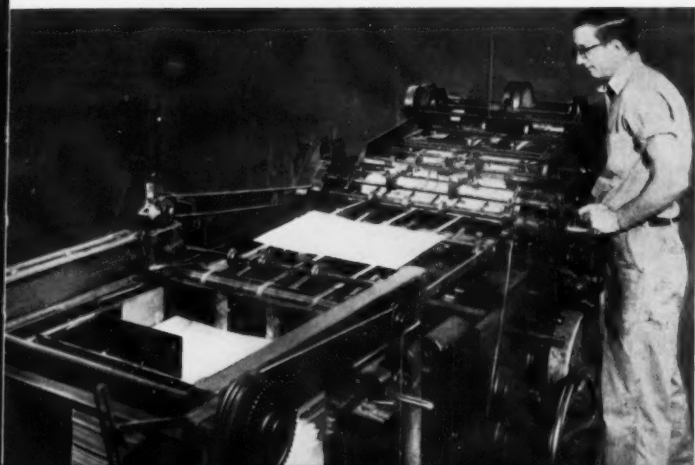
The main problem encountered by Gaw-O'Hara in its early experiments with fluorescent inks was the tendency of the ink to fly from the rollers, regardless of the speed of the press. This was caused by a missing component in the ink formula which was easily corrected. There was, O'Bryan said, no problem of ink drying on the presses.

In early experiments with fluorescent inks, Gaw-O'Hara used type and cuts without "framing in" but later discovered that "framing in" or contrast with

(Turn to page 96)

Robert W. Voedisch (l.), technical director, and Ludwig P. Horn, development supervisor, both of Lawter Chemicals, Inc., fluorescent pigment manufacturers, look at a press sheet printed with fluorescent inks.

Gaw-O'Hara Envelope Co. has experimented with fluorescent inks on letterpress equipment to develop most effective techniques and results. Here, a job runs on one of the company's Kelley A flat-bed presses.



How Would You Decide



Can you fire an employee for fighting with his foreman after working hours?

What Happened: John Herbst, a union steward, was feuding with his supervisor for some time. There had been several incidents. John had been disciplined for smoking in "no smoking" areas and for drinking beer while on errands for the company. John said the boss was picking on him—since other workers smoked in the same areas and he drank beer only during his lunch hour.

One day John heard that his foreman was encouraging the employees to leave the union. A company official overheard John say that he was "going to get the" That night the two men happened to meet outside a supermarket. John asked his boss "How does it feel to be a rat?" and told him to "put down your groceries and let's have it out right here and now." Hot words were tossed about but nobody struck a blow.

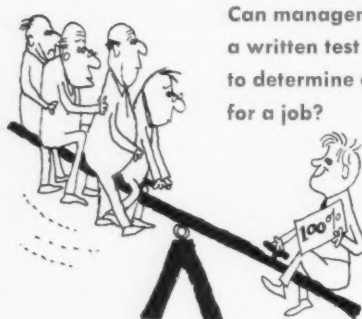
The next night the foreman ran into John at a parking lot. The employee started a fist fight and got a bloody nose. When John recovered from his injuries, he returned to work. He was told that he had been discharged for fighting with his foreman. John argued that the discharge was unfair because:

1. The discharge was part of the supervisor's discrimination against him for his union activities.
2. He was the one who had been hurt when the supervisor kicked him—and the company did not discipline the supervisor in any way.
3. The company does not have the power to discipline him for activities committed after work and away from the company premises.

Was John: ☐ Right ☐ Wrong

What Arbitrator Russell A. Smith ruled: "The established principle is that the employer does have disciplinary authority with respect to altercations engaged in by employees off premises and outside working hours. This altercation arose out of the relationship in the course of the employment of the two men and with respect to matters concerned with their employment. Even though the supervisor's assault was certainly improper, the union has no contractual or other basis for questioning management's relations with its supervisors, or for demanding that disciplinary action shall be meted out uniformly and in precisely the same manner as between members of supervision and employees represented by the union. The discharge of John Herbst is proper."

PRINTER AND LITHOGRAPHER starts a new feature this month: a roundup of day-to-day employee problems and how they were handled by management. Each incident is from a true-life grievance which went to arbitration. Names of some principals have been changed. Readers who want the source of any of these cases may write to THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER.



Can management use a written test to determine ability for a job?

What Happened: The company had an opening in the department. Mike Albert bid for the job along with 11 other men who had more seniority than he. The company had a standing practice of using tests to aid in determining the best qualified employee when promotions were made.

The 12 men took the written test. The questions were based on the duties spelled out in the description of the job classification. Mike got the promotion.

Tom White was one of the men bidding for the job. He had 10 years of experience and felt that his seniority and work experience entitled him to the job. He asked the union to support his claim.

The agreement said that "In all cases of promotion where employees can satisfactorily perform the job requirements, seniority will be the determining factor." But when the senior employee "cannot satisfactorily perform the job requirements, ability shall prevail over seniority." The union argued:

1. Much of the promoted job involved work that Tom White had 10 years of experience in.
2. The written test was "academic" and work on the job requires practical experience.
3. The company didn't show the test to the union before giving it to the employees.

The company's reply was:

1. The job requires more skills than Tom has—and Mike Albert is competent in them all. Tom White isn't.
2. The written test is fair. It was used in the past; it tests the skills needed on the job, and it was given in a manner fair to all 12 men.
3. The company doesn't have to show this test or any test to the union.
4. Tom White failed the test.

Was The Company: ☐ Right ☐ Wrong

What Arbitrator Joseph Shister ruled: "The test was fair and proper. The questions were based on the job duties. Granted that all the other employees took the identical test, the company did not discriminate against Tom White. The company is not obligated to submit a test to the union before administering it. The argument that a man should not be judged on the basis of an 'academic' test is unpersuasive. The use of such 'academic' tests is one of long-standing in the bargaining unit. The fact of Tom White's experience is also unpersuasive. For while it is true that the job calls for his kind of experience, it also calls for other abilities. The job necessitates a competence in all the relevant job duties—not only in some of them. The company's choice of Albert was fair. Tom White's grievance is denied."

How to sell a New Account from a competitor's truck

*The Printing Sale I'll Never
Forget—Number 24 in a series*
BY GLENN ELLIOTT
as told to John M. Trytten



Glenn Elliott is a vice-president of the A. Geo. Schulz Co., Milwaukee, a division of Waldorf Paper Products Co. For more than 20 years he has served as a member of sales and management in the corrugated container industry. He is a graduate of Marquette University and serves on the speakers' bureau for sales training programs sponsored by Marquette. He is a past president of the Milwaukee Sales Executives Club and a member of the board of directors of the Boy Scouts of America.

*It was all an extremely
embarrassing incident, but
after the buyer finally saw the
humor, he became a client*

YOU WON'T BELIEVE THIS. It happened to me, and even I, as I look back on the incident, find it hard to believe. Of course, I was younger then, probably no more eager but less restrained, which accounts for a lot.

The incident concerns bird-dogging. Those who have sold for me, or have heard me on the creamed-chicken-and-mashed-potato circuit, know the emphasis I have always put on continually digging for new accounts. Even the best of firms, regardless of top customer service, are bound to lose at least a few customers. Quite often the circumstances are simply beyond our control. So the continual discovery of new prospects and their conversion into accounts is the lifeline of any business.

I believed this just as strongly when I started to sell as I do today. Then, as now, I was in the corrugated container business, which shares most of its problems with the other areas of the graphic arts industry.

It was my practice in those years to set aside a certain amount of time for

tracking down new prospects, especially hunting, as we all should do, for sleepers. In those youthful days, one of my techniques was to follow the delivery trucks of my competitors to see who their customers were.

On this occasion, I had followed a particular delivery truck right up to the gate of a plant I had never paid any attention to. The driver got out and entered the plant. The tail gate of the truck was open.

I couldn't resist the open invitation to hop up into the truck and check over the type of cartons being delivered. So there I was, busily measuring cartons, counting bundles, noting the printing, when all of a sudden the truck started through the gate—moving too fast for me to jump off safely.

A minute later the driver had backed his truck up to the loading dock, ready to unload his cartons and, unknown to him, me along with them.

So when he and the buyer came around to the tail of the truck, who should confront them but embarrassed me, complete with briefcase, ruler, and notepaper.

Needless to say, Mr. Buyer was somewhat irritated when I blurted out the whole truth and nothing but the truth about what I was doing in the back of the truck. But after a few minutes of conversation, he began to find the situation amusing.

It all ended up by his taking me through the plant, showing me his packaging and cartoning problems and requirements. A few months later this became one of my large accounts.

Morals:

He who builds a better mouse trap had better get out and find those who need better mouse traps.

Gold is where you find it, but you do have to look for it.

Bird-dogging means *locating* new prospects and *following up* with them.

There are worse places to be than on the tail-gate of a competitor's truck (although you couldn't have convinced me at the time.)



"Don't dial," says copy inside this mailer. "Just pick up the phone at Booth No. 611, AMA packaging show . . . and hear some exciting news from Permacel," tape and adhesive manufacturers.

LPNA

Picks the Year's Best Printing

Certificates for 294 winners

go to some 1,200 individuals

at LPNA's 11th Annual

Awards Competition and

Exhibit

PRESENTATION OF CERTIFICATES for 294 winning entries in the 11th Annual Awards Competition and Exhibit was timed for May 2 during Lithographers and Printers National Association's convention at the Arizona Biltmore Hotel, Phoenix.

Some 1,200 lithographers, printers, clients, designers, and advertising agencies were due to receive new four-color award certificates designed by Allan Seide and offset printed and gold bronzed by Oberly & Newell Lithography Corp., New York City.

All winning specimens, jury-chosen from 2,623 entries, including 2,128 from 271 lithographic companies, are reproduced in a 100-page catalog to be sent to some 30,000 firms. Credits for the catalog go to the following:

Design and preparation, Walter Frank Bomar, Jackson Heights, N.Y.; cover positives, Stevenson Photo Color Co., Cincinnati; positives for inside pages, Wayne Color Plate Co. of Ohio, Dayton; typography, Lou Van Typographers, New York City; photography, Eastern Studios, New York City; cover lithographing on Champion Kromekote, the Baughman Co., Richmond, Va.; lithographing inside pages on Wedgewood Offset, Merrick Lithograph Co., Cleveland; binding, the Trade Bindery, New York City; envelope printing, Trautman, Bailey & Blampey, New York City.

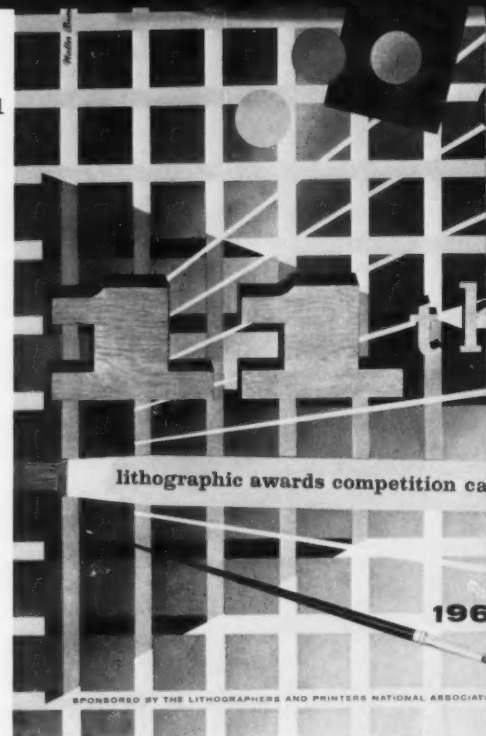
Winning specimens, mounted on panels by Slanhoff Manufacturing Co., Mount Vernon, N.Y., are taking to the road for display in principal cities. Firm dates so far are May 16-19 at Chicago's Hamilton Hotel and June 6-9 at the Warwick Hotel, New York City.

A limited number of catalogs, \$1.25 each, is available. Address requests to Herbert W. Morse, Lithographers & Printers National Association at 597 Fifth Ave., New York 17.

1 The 100-page catalog of the LPNA competition will be sent to some 30,000 firms throughout the country. It shows all 294 winners. A few are reproduced here.

2 Moe Light catalog cover. *Printer*, W. A. Krueger Co., Brookfield, Wis. *Client*, Thomas Industries, Inc., Louisville, Ky. *Design*, Frank H. Brecker Studio. *Advertising agency*, Biddle Co. *Production manager*, A. E. Eggers.

3 Souvenir booklet, photographic tour of Saratoga, Calif., winery. *Printer*, Homer H. Boelter Lithography. *Client*, Paul Masson Vineyards, San Francisco. Booklet has 16 pages with photos in black, duotone, and full color.



4 Magazine cover. *Printer*, Herst Litho, Inc., New York City. *Client*, American Heritage Publishing Co., New York City. *Design*, Murray Belsky. *Production manager*, Peter Grant. Card on the back cover says "The Next President." Caption says "Campaign card from 1880 election. An atrocious pun for candidate Hancock."

5 Greeting card from Drum Lithographers, New York City, puns on the company name. Its message, quoting Thoreau, bids men to step to the music they hear, however measured or far away.



6



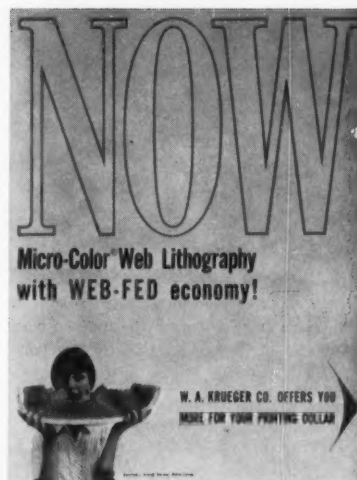
6

Four-color "Magee Carpets" folder. *Printer*, Duenewald Printing Corp., New York City. *Client*, Magee Carpet Co., Fairfield, Conn.

8



7



7

Self-advertising folder by W. A. Krueger Co., Brookfield, Wis. *Design and art direction*, Gordon Elliott. *Production manager*, Harry Quadracci.

8

Four-color booklet describing the International Building in San Francisco. *Printer*, the James H. Barry Co. *Client*, Anshen & Allen. Both are of San Francisco.

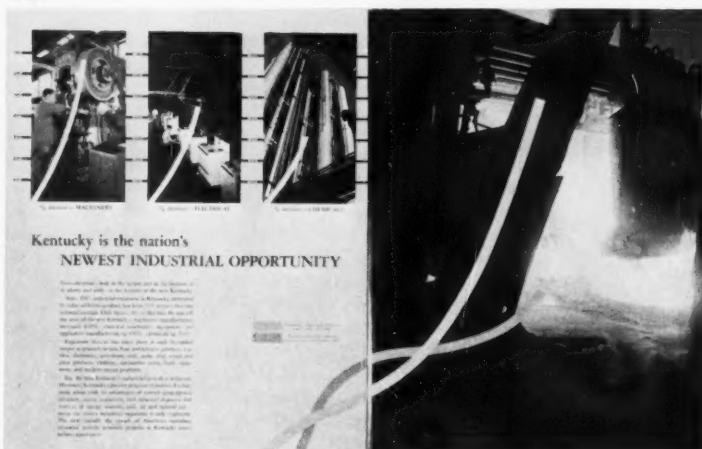
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Five-color broadside mailed to printers. *Printer*, Photopress, Inc., Broadview, Ill. *Client*, Hopper Paper Co., Taylorville, Ill. *Design*, Clare Udell, Inc.

9



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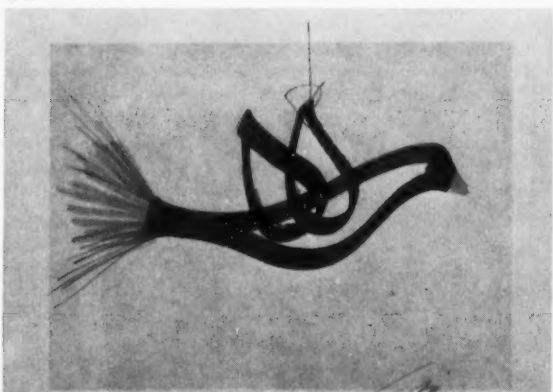
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Booklet. *Printer*, Courier-Journal Lithograph Co., Louisville, Ky. *Client*, Commonwealth of Kentucky. *Art work*, Doe-Anderson Advertising Co., Inc. *Art director*, Joseph Rigsby. *Production manager*, J. B. Peterkin.

11

Self-advertising greeting card by Gazette Printing Co., Ltd., Montreal. *Artist*, Frank Liparis. *Production manager*, W. K. White. *Art director*, Walter J. Edgar.

11



Folding AND Folding Problems

WHEN FOLDERS were first invented, in the latter part of this last century, they were an integral part of a printing press. In the natural evolution, folders were removed from the press, and folding became a separate operation.

Today, in the high-speed web, book, and publication field, in which specifications remain more or less constant, folders remain as part of the press. In the commercial field, there has been a rapid development in sizes and design of separate folders. One of the main reasons for this separation is the constant changes in job specifications.

Because folders are no longer part of the press, each printed piece that is delivered from a press must in some way be put into the finished form that will be delivered to the ultimate customer. Each job is different and folding and finishing requirements change from job to job.

In recent years, we have come to think in terms of departments and operations rather than the complete operation. Recently, we have become more and more interested in automation and integration. Automation takes many forms but one of its most logical is the combining of machines. This is *integrating* rather than *automating*.

Even though today's trend is to integrate machines, we are still not integrating between departments. We still think in terms of the pressroom, plate department, bindery, stripping, and composing rooms.

It is high time we started to think in terms of the total job. When a customer gives us a printing order, he doesn't give a separate order to each department. The customer is interested only in the total printed piece. As long as everything goes well, few think in terms of integration or automation, but when a job goes sour, we all look for the place to put the blame. Some 90% of the time mistakes and sour jobs can be attributed to a lack of cooperation or exchange of information between the various departments.

One of the biggest problems we face is the lack of integration of departments. All departments must think in terms of the entire job.

One of the important areas that covers departmental cooperation and its relation to the total job is preplanning.

All departments of a plant should be carefully integrated, but the bindery is often slighted or overlooked. Here are suggestions for giving the bindery careful consideration in preplanning.

Joseph V. Bellanca is associated with the Dexter Company of Pearl River, N.Y. The company is a division of Miehle-Goss-Dexter, Inc., with Chicago headquarters. Mr. Bellanca has worked with printers and binders for many years.

One of the biggest problems in binding today is the fact that binders or bindery supervisors are not consulted or given a chance to voice their know-how as to the way the job should be run.

If there were more preplanning, more integration and cooperation of effort between the bindery and pressroom and other operations, we would have a better total job with fewer problems. We all know, just by looking at any imposition book, that there are many ways to run a job. We also know that there is probably only one best way with several alternatives of varying efficiency.

What is good for the stripping department or the pressroom is not always good for the bindery. Many times the folding department or the bindery is not consulted or given the chance to help the job along. One of the goals and one of the ways to lick folding problems is to have a complete understanding before the job becomes a problem on the folder. The bindery is in a difficult position because it handles the last step of the job. The bindery must correct or cover up previous errors and must also get the job out with extra speed.

Closer cooperation between all departments is a necessity. Preplanning is a give-and-take proposition. With proper preplanning, the bindery is not as likely to be saddled with an impossible fold or a slow fold, or a haphazard operation. Many problems the bindery runs into day after day after day could be eliminated.

Deficiency in planning becomes financially apparent in the binding. The company can save hundreds, even

thousands, of dollars in the pressroom, in the composing room, and in other areas, but it can lose all of the money it saved, and maybe more, if the job comes into the bindery in unsuitable form.

A fancy name that could be given to preplanning is machine utilization. With proper machine utilization, the company can add rather than subtract profits. Machine utilization means using the layouts and impositions which make the fullest use of the machine. These layouts and impositions must be considered in the preplanning stages of the job. One switch in an imposition can make an easy job of a difficult and sometimes impossible job.

In order to understand what machine utilization is, you must understand underlying principles of folding machines.

Let's look briefly at the buckle type folder. Buckle folders are of more recent design. Their fold rolls are arranged like cascades. The sheet goes through these fold rolls and the point of folding is determined by the preset gauges inside the fold plate. Fold plates are slanted in the direction of the fold roll and, depending upon the numbers or combinations of folds, point upward or downward at an angle of 45°. Since each one of the middle rolls performs subsequent folds, it is necessary to have a complete set of rolls for each fold. Therefore, the number of fold rolls is equal to the number of folds plus one auxiliary roller for each entrance and exit for that section.

Tension of the fold rolls is adjustable according to quality and weight of paper stock. Heavier paper requires a

slight tension as opposed to more tension on lighter stock. Bible papers and other paper stocks of light weight and reduced interior rigidity are preferably best not folded with the buckle folder.

The biggest advantage of the buckle fold is that this type of a machine performs parallel folds up and down as well as right angle folds and almost any combination of folds.

Operating speeds are very high. The speed of the buckle folder is limited by the length of the sheet to be folded, or rather its dimension in the direction of rotation; therefore, the performance of any buckle folder is expressed in feet per minute. At present the maximum speed is between 350 and 375 feet per minute.

The few disadvantages of the buckle fold are primarily related to the structure of the paper. The sheet has to stay flat. There may not be any waves, especially at the corners. The grain of the paper is important. Folds against the paper grain are likely to be inaccurate and folds against the grain in cheaper stocks will have the tendency to crack. Register of the sheet has to be accurate, since anything that deviates from the right angle is hard to correct. The reason for this is the acceleration and sheet impact against the stops in the fold plate. Finally, if the sheet is large, productivity decreases.

Now, on the other side of the fence, there is the blade or knife folder. These folders, of course, are suitable for certain types of work, especially large run, book or publication runs, consisting of a large sheet with right-angle folds, particularly four right-angle folds.

A moving steel blade is actuated by a cam shaft. This blade presses the sheet at the line of folding between rotating fold rollers. One of these fold rollers is stationary; the other is pressed against the first by springs tangentially. This movement of the roller, to and from a stationary roller, is necessary to permit the folding of various kinds of paper stock without adjusting the distance between the fold rolls for every job.

Since the knives in the fold rollers are always offset by 90°, this type of folder can be used only to make sequences of right-angle folds.

Performance of the machine depends upon the timed speed of the knife action, which again will depend upon the initial sheet size being run. The sheet has to come through the first section completely before the knife can fold the second time.

The most important feature of the knife folder is its accuracy and ability to handle a wide range of lightweight stocks. Texture of the paper (structure of the grain) is not as important for the fold in a knife-fold as in a buckle-fold.

The type machine will influence imposition in more than one respect. First, a consideration for imposition is the kind of job the folder can do best. Think in terms of what the folder can do and how you can utilize the machine to its fullest.

Knowing that machine speeds are regulated by the sheet length, plan the folding with this basic principle in mind. Think in terms of folding the sheet down to its shortest dimension in the first fold plate to utilize the machine speed to its fullest.

One of the things to avoid if possible is the folding of a sheet one-third or two-thirds of its length, or similar opposites in proportion, in the parallel section of the machine. If you have a 40-inch sheet and fold only 10 inches in the first parallel section, you must run the machine slower to clear 30 inches more of the sheet, but if you fold 20 inches of the same 40 inches in the first fold of the parallel section, you have less sheet to clear. Avoid folding less than the shortest practical size.

Another thing that has come to my attention recently, is the utilization of press gripper margins for lap for automatic gathering equipment. A number of impositions worked out for various customers show how, by using the press gripper, it was not necessary to add paper to get lap for automatic gathering. The next time you have a gathering job, think in terms of utilizing the gripper as much as possible.

Let me review briefly the major points I have made:

1. Strive for coordination of effort rather than to fight afterwards about who did what wrong. By cooperation in the preplanning stages, a tough job can be made easy. In some shops, preplanning can be the answer to a lot of problem jobs.

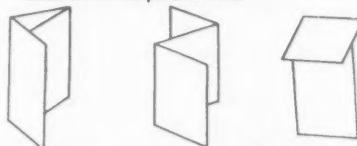
2. Folder speeds are regulated by sheet length. Fold the sheet to the shortest length possible in the first section of any folder. Stay away from the one-third and two-thirds—especially the two-thirds—wherever possible. Utilize your folders to the fullest. Every time a job is improperly planned, or put on the wrong size or kind of equipment for that particular job, it costs somebody money, and it reflects in profits.

3. Don't fall into repetitive patterns. Look for impositions that will eliminate waste and save time and money.

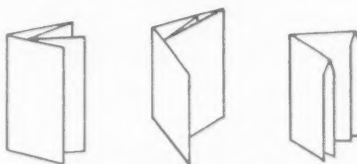
Here are 19 conventional folds available for printed pieces. If you want to get fancy, you can make many more shapes.



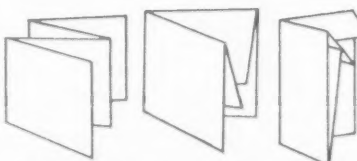
Four pages (l. and c.) result from one up-right fold. Six pages and a flap (r.) are made with three parallel folds



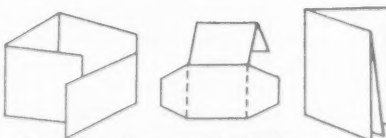
Six pages made from two parallel folds (l.) and two accordion folds (c.). Two parallel folds make four pages and flap (r.).



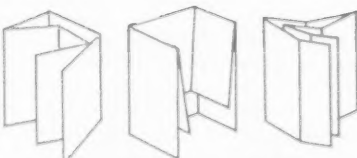
Eight pages made with two parallel folds (l.), three parallel folds (c.), and two right-angle folds with two cut corners (r.).



Eight pages from three accordion folds (l.), two folds (one short) at right angles (c.), two parallel and a right angle fold (r.).



Two die-cut pieces are produced with parallel folds (l. and c.), eight-page with two folds at right angles.



Twelve pages from three parallel folds (l.) and two parallel and a right-angle fold (c.). Three parallel folds make 16 pages (r.).



Three folds at right angles produce a 16-page piece.

IS YOUR PLANT LAYOUT

A Help

OR A Hindrance?

BY CHARLES W. LATHAM, *Offset Editor of PRINTER AND LITHOGRAPHER*

WHY PUT THE LATEST, fastest machines in your plant if its layout cramps their production? Will cramming presses into an already crowded room increase production? Even if it does increase production, will it increase your profits proportionately?

New equipment without proper space will probably not pay for itself and in some cases may even lower output. But crowding too much equipment into a given area is not the only sin that can be committed by management. More often it is poor arrangement of the equipment that cuts into profits. There are plants that seem crowded, but are so cleverly arranged that there is a minimum of lost time and space. On the other hand, there are plants long on space but low on efficiency because of poor arrangement and confusion.

Plenty of room is not the answer to the good-arrangement question but it helps. In the pressroom there must be space for work in process, for stock, and for finished work. But this space must be where it is needed, not all at one end of the room. There must be inspection tables, waste receptacles, storage shelves or cabinets, and aisles. And they must be where they will do the most good.

The value of a good layout can be summed up in one word—convenience. The manufacturers of equipment are continually striving to make their machines more convenient for the operator. Management should certainly do as much when it arranges the workmen's stations.

Management is interested in time, both productive and nonproductive because the balance between these two determines a profit or loss. Preparatory time is nonproductive; keep it to a minimum. To shorten it, lay every station

out for operator convenience. When a fresh load of paper is needed at the press, it should be there, not in the paper room. This means that each press should have skid space reserved and designated for it so that paper loads can be on hand before they are needed.

When the delivery is full, there must be a place at the press where the pile can wait while a new platform goes into the delivery. The pile can stand in an aisle until the press starts again, but it must be convenient. If the operator has to wheel the load half the length of the pressroom to find a parking space, the press must wait. If it is a two-color press running a four-color job, the pile will have to be wheeled back later.

The same general idea applies to packing sheets, waste sheets, skid platforms, and spare blankets. There must be designated, convenient places for everything needed at the station. This calls for waste receptacles, cabinets, and tables with shelves and drawers. A place for everything is management's responsibility. Keeping everything in place is the workman's responsibility.

The press station is chosen as an example only because it is a high-rate cost center. The same rules apply to the cutting department, bindery, camera room, stripping room, platemaking department, and office. Camera rooms frequently have no provision for storing copy or for hanging negatives in an orderly way to dry. Often, little thought is given to storing boxed negatives, chemicals, or equipment for weighing and mixing. Many expensive cameras are provided with only one darkroom, so exposures must stop while negatives are being processed or contacts are being made.

A good layout would insure more productive hours in the camera depart-

ment. Darkrooms laid out like modern kitchens, including base and wall cabinets and good general illumination with safelights, will pay off.

Underestimating the room required to store flats is a mistake often made in laying out a stripping department. When you design this area, allow room for stripping tables double the size of your largest press. Of course, if the very large presses use only photocomposed plates, there is no necessity for very large tables. Stripping equipment like all other equipment, including camera and plate units, must be tailored to fit conditions. No one outside of management can lay down a hard and fast rule for any plant.

The number of units will naturally depend upon the number of men required for peak production. The number of storage cabinets for flats will depend upon how many are turned out in a month and on the rate of obsolescence. Theoretically, a plant doing mostly dated work and holding flats only 30 days would need storage space for about two months of production. A plant that has a firm policy of destroying flats every 12 months would require storage for about 14 months production.

Too many plants hold flats for two years or more, hoping for a reprint but making storage space very difficult to estimate. It is up to management to decide upon a policy of obsolescence.

The platemaking has the same problem. It is natural to hold plates for 30 days if there is a chance of a makeup order or a rerun. After that, the company is gambling the cost of space against the cost of making a new plate from flats on hand. But it actually gambles more than space cost because of the likelihood that customer changes will be required on the rerun. Further-

more, stored plates may give trouble on the press unless they are special long-run plates that are carefully prepared for storage.

Management must decide on a storage policy for both flats and plates before an intelligent layout can be made. It must also make the same kind of a policy for paper, ink, and other supplies. If it buys these items in quantity to take advantage of bulk price, storage space must be provided but can not encroach upon well organized production space.

Finished work can also pile up if management does not provide for it. Customers often take advantage of the lithographer who is lax on this point. If he does not charge storage against such customers, extra space must be provided.

fairly pleasant surroundings where transportation is available to good living areas. A compromise may have to be made between what is best for the employees and what is best for business itself. If the plant must be in the heart of a big city, public transportation will likely be good, but there will probably be no parking areas. If the plant is outside the city, a parking lot should be provided.

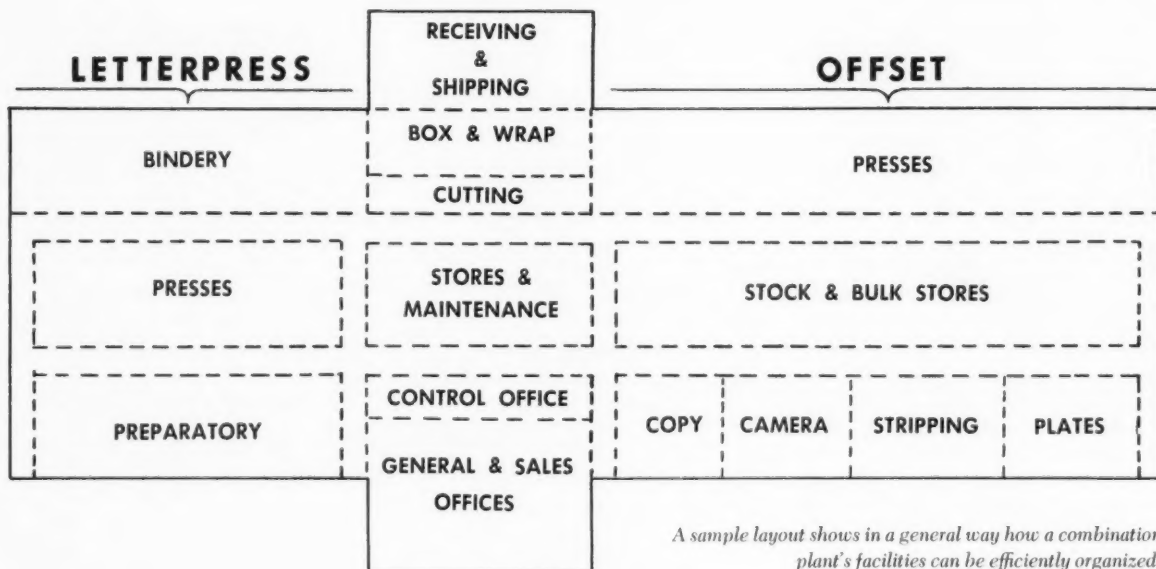
If you intend to build a new plant, be sure the architects are on their toes regarding local ordinances, power supply, water, sewage, etc. Be sure there is a place for the employees to eat, and see to it that large trailer trucks can get up to the loading platform conveniently.

One of the big decisions that must be made when building is the number

man in the shop. There will certainly be some dissension, but management must be firm and not let personalities sway its judgment away from what is necessary for an economical setup.

Do not expect the consultant to come up with a perfect plan on the first try. He has probably made many good layouts for lithographers and combination plants, but since no two plants are alike, his first effort will be only a test run. It is a focal point for discussions, many of which will ensue before the job is done. The main thing is to get something down on paper so there will be something to discuss, criticize, and change.

The very first step is to make templates of every piece of machinery and furniture to go into the plant. This is a big job in itself. The manufacturers of



A sample layout shows in a general way how a combination plant's facilities can be efficiently organized.

Every layout is a compromise. Any rule has to be bent frequently due to unforeseen circumstances. Only general rules can be drawn up, and only a certain number of these can be complied with.

One obvious rule is to provide enough space for present needs and to allow for contingencies such as growth. Growth may mean replacing equipment with larger units or adding equipment and storage facilities. Another contingency is a change in manufacturing trends calling for presses or bindery equipment never used before. This is where management has to do some pretty shrewd guessing.

Printers who change location should choose an area as suitable as possible to their work. Management must consider the comfort and convenience of workers and try to locate the plant in

and placement of columns. To eliminate them entirely is too expensive. But since they are always in the way, some compromise must be made.

Work with a work-progression or flow chart. Starting with the office and the shop order, work should progress from copy preparation to shipping in a smooth path of operations. Again some compromise must be made because in most plants, no two jobs are exactly alike.

It is impossible in one article to discuss all of the rules that should be considered. Management must call in a trained layout man and work with him. Neither one, alone, can do a good job. The layout man knows the rules, but management knows the company's needs.

Consult department heads on the layout, but don't hope to please every

important machinery can usually supply templates of their equipment, one quarter inch to the foot. If not, someone must measure each machine and cut a template.

A template must be made for every chair, stool, desk, filing cabinet, table, sink, cabinet, skid platform, waste receptacle, bench, and everything else that rests on the floor and takes up space. However, overhead devices such as press controllers, lights, and heaters need not be considered at this time.

Next, get an accurate floor plan scaled a quarter inch to the foot of the space to be occupied. The real estate agent or landlord can usually supply a blueprint, but it can not be trusted. Blueprints show the general form of the space, but their scales are seldom

(Continued on page 137)

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Management Aids

for Small Printers and

Lithographers

BY M. D. BINFORD

MANAGEMENT is often keenly aware of the cost of operating a plant's production areas. At the same time, it may all but ignore its routine administrative duties.

Proper record-keeping in the front office is as important to a business as is cost control, efficient production, and high quality.

Both overstaffing or understaffing the clerical force weakens a business. Some offices become submerged with detail; others lack sufficient records to make sound policy decisions.

A few tips on how other plants handle front office duties may help you.

Accounts Receivable—This record must be accurate. Sending incorrect billing to the customer does his morale no good at all and puts you in a very bad light. Above all, your receivables are your source of income.

Some firms have discontinued posting each invoice to a customer's ledger sheet. Instead, they file a duplicate copy of the invoice in a customer folder. As each invoice is paid, it is removed from the live file and transferred to a permanent customer file. This file is a record of all orders purchased by any customer and becomes a reference file for checking the customer's future needs. This eliminates writing such information on a customer card as many do.

How New Methods in the Front Office Will Better Your Profit

Some plants are overwhelmed with record-keeping;

others do not do enough of it.

Here are some ideas which will help to reduce your work load.

When some firms file an invoice, they write on it the date when the order may be repeated. Every person concerned with sales finds this notation a real business getter. Furthermore, it helps in giving the customer a quick response when he calls in about some previous order.

Work in Process—In a small business, the work in process at the end of one period does not vary greatly from that at the beginning. However, if a good sized order remains uncompleted at the end of a period, it makes a difference in the value of the month's production unless it is considered.

Running up the work-in-process figure at the end of the month is quite a task for many clerks. In a small business the figure may be taken from cost sheets of unbilled orders if time has been posted. Time of each center must be totaled, then extended at the cost rate. If mechanical time processing is used and tickets held until orders are completed, the tickets must be sorted to centers and costed. The same plan would apply if the tickets are handled manually.

If a daily record of productive hours is maintained for each work center, the monthly total is extended at cost rate. A running total from a sales record in which the value of work center production is shown separately is deducted

from the monthly value of the production record. This is the value of the work incompleted. Physical checks have demonstrated this method to be sufficiently accurate for practical purposes. It is also quick and simple.

On the profit and loss statement, work in process at the end of the month is deducted from sales; then the opening work in process figure is added to obtain production value.

Accrued Wages—There are few months in the year when the last regular pay day falls on the last day of the month, so several days may be worked for which no payment is made until first pay day of the following month. Here again a record of productive hours of each operator comes into use.

Extend at the proper pay rates the payroll hours of operators who worked these odd days, then total them for the amount of wages accrued but unpaid at the end of the current month.

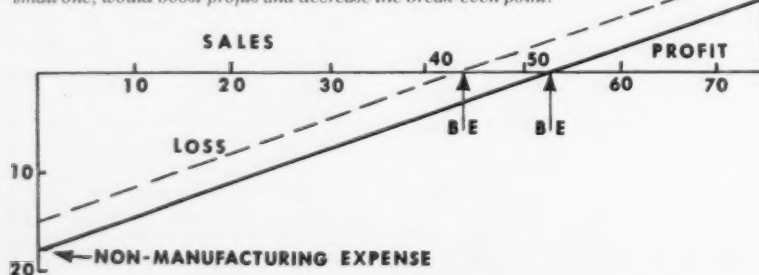
If such a record is not maintained, you may resort to taking 1/5 or 20%, 2/5 or 40%, 3/5 or 60% of the last payroll, according to number of days left over.

Handling Daily Time Tickets—The advent of punched cards and electrified equipment for processing them has all but done away with full-sheet time recording. Firms whose need is not sufficient to warrant the use of punched cards are turning to the single time tickets and processing them manually. These tickets have various forms.

One firm, staffed with some 500 workers, uses the stub style in triplicate. Two trade composition plants, one with 70 operators, uses the clip style printed on lightweight cardboard. Smaller plants find the single padded form satisfactory.

Filing individual time tickets by order number until jobs are completed and the tickets are ready for costing saves considerable time. It eliminates posting each ticket under the proper work center on the back of the cost form, then recapping and transferring to the face of the form. The separate time tickets are like a deck of cards. With a single deck you can play a variety of games.

A line chart shows the result of reducing nonmanufacturing, or overhead, expenses. The broken diagonal line represents the effect of lower overhead on profits. Note that the break-even point, the intersection of the diagonal line with the horizontal "sales" line, also lowers, creating a greater safety margin. The same effect would be obtained by a reduction in material and conversion costs. Furthermore, if expenses remained the same, a price increase, even a small one, would boost profits and decrease the break-even point.





Printed on Williamsburg Offset. Basis 80.

register
warmth
on new
Union-Camp
fine papers

NUMBER 1 IN A SERIES OF PERSONALITY STUDIES PHOTOGRAPHED BY PHILIPPE HALSMAN.

WHO IS SHE? SEE OVER.

In color, in black and white

Union-Camp fine papers give you excellent reproduction at moderate cost

This particular sample is Union-Camp's new **WILLIAMSBURG OFFSET**. It is a high quality utility paper made from Southern woods. Note how clean and bright it is.

You'll like working with Williamsburg Offset. It lies flat. Feeds well. Has good dimensional stability and ink receptivity. It offers good folding and scuff-resistant qualities, so necessary in price lists, catalogs and directories.

Print Williamsburg Offset in black and white or in color, for booklets and direct mail advertising pieces. Our illustrations are typical examples of the fine reproduction qualities you can expect—and at moderate cost.

You can order Williamsburg Offset in both regular and vellum finishes. And in all popular stock sizes and weights or in special sizes to fit your special jobs. Ask your local Union-Camp distributor for samples and prices.



PAMELA TIFFIN—Born in Oklahoma 17 years ago. Attends Hunter College evenings. Has acted on TV and is under contract to Paramount Pictures.



"Pamela Tiffin's face has little that reminds us of Hollywood's type of skin deep glamour. Her lovely features reflect a truer beauty. They glow with gentleness, warmth and with a deep understanding."

Philippe Halsman

Have you sampled these UNION-CAMP fine papers?

FRANKLIN GRADES—Surface sized for excellent reproduction plus good snap and durability. You'll find them versatile, dependable.

FRANKOTÉ BRISTOL—(Coated one side). Use it for book covers and jackets, postcards, menus and mailers, to name a few. Scores, die-cuts and folds well. Provides excellent hold-out for gloss ink, varnish and lacquer coatings.

PRINCESS ANNE BOND and MIMCO BOND—Economy papers for all-round business and office use.



UNION-CAMP

FINE PAPERS

Union Bag-Camp Paper Corporation 233 Broadway N.Y. 7, N.Y.

Proofreader May Have Been a "Fusspot"

Q

I HAVE ALWAYS BEEN very interested in and approved of your remarks on the need to retain one's standards even when ordered to "follow copy." Yet I find that theory and practice are often at odds with each other.

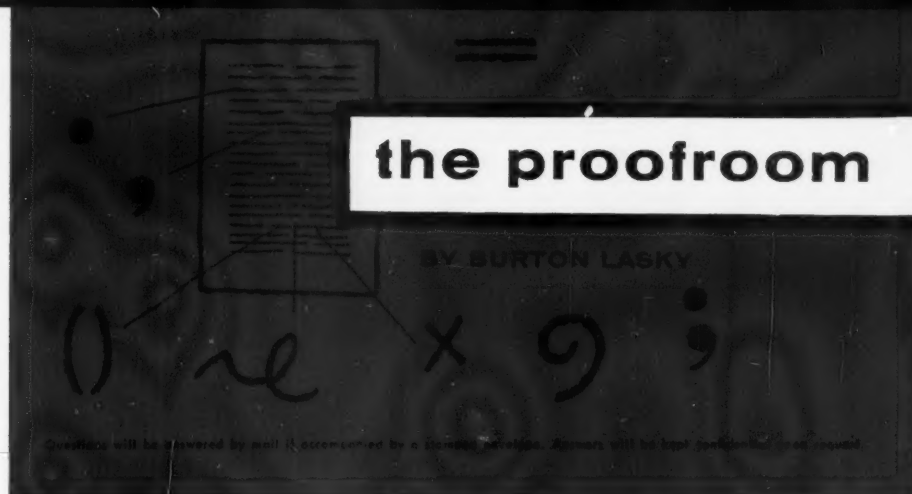
A case in point: A few weeks ago a customer brought in the manuscript for a 16-page booklet on the Civil War. It had been carefully written and edited, he said, and had to be done quickly. In short, he wanted no "fusspot queries." My boss interpreted that to mean no queries at all.

As soon as I began to read proof, I noticed a number of inconsistencies and pointed them out to my boss. Again I was told to follow copy *exactly*. I then discovered that the first name of the noted Civil War photographer Mathew Brady was spelled Matthew, and he was one of the central figures in the booklet. This, I felt, could not be overlooked, but when I raised the question I was told in no uncertain terms that I seemed unable to follow orders and that I had better do as I was told "or else."

The booklet has been printed with Brady's name misspelled. I am waiting for the explosion when the mistake is discovered and, I need hardly add, my morale is at a rather low ebb. Your advice about holding to one's standards sounds very good, but I am afraid that it can not at all times be followed.

A

This advice can not "always" be followed in practice. In this case, however, I think you are partially responsible for the situation. As you describe the incident, the customer said that he wanted no "fusspot" queries. Despite this remark, you proceeded to pick up several inconsistencies and show them to your boss. I don't know what these inconsistencies were, but is it not possible that they might legitimately have been called "fusspot"?



It seems to me that you were unnecessarily asking for trouble. By the time you came across a mistake that really demanded correction, you had already created a climate of opposition. Proofreading, like anything else, requires a sense of proportion. I am quite sure that if you had made an issue only of Brady's name, or of any other similarly serious errors, your boss would have been willing to let the queries go through to the customer.

Q

Are Runovers Poor Typography?

I have always been instructed that two-letter runovers are poor typography. Nevertheless, I find them in all sorts of publications which should know better. Why so?

A

All similar strictures including those prohibiting wide word-spacing, breaking a hyphenated compound, and so on, should be prefaced by the words "if possible." The narrow columns of newspapers and most periodicals permit very little flexibility; often a typesetter must violate one rule of typography in order to observe another. I find two-letter runovers much less ob-

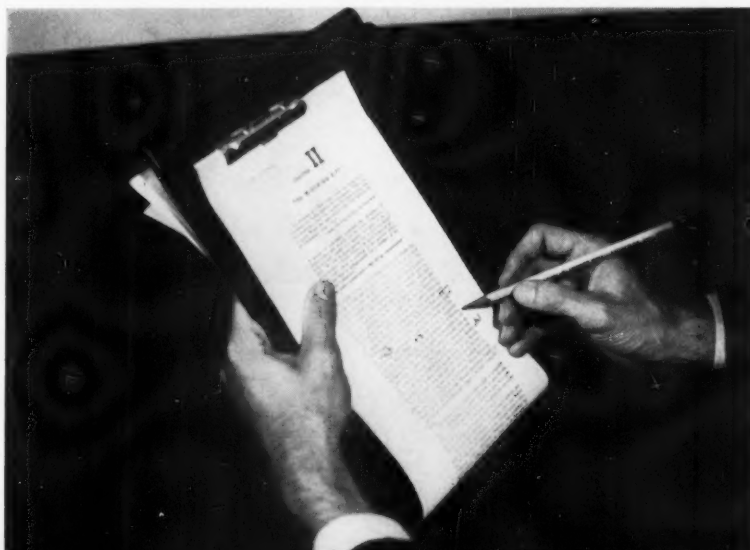
jectionable than letter-spaced lines or abnormally wide word-spacing.

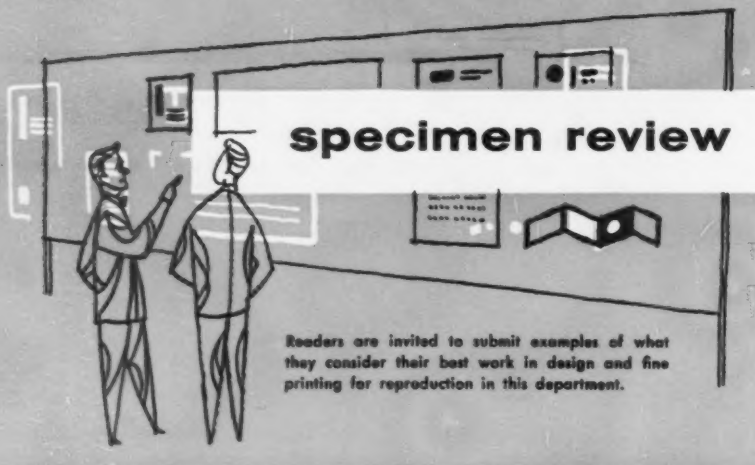
One can practicably adhere to all these rules only when the composition rate is high enough to justify considerable resetting, although most of them can be observed when the measure is fairly wide. The proofreader who finds a great many unnecessary short runovers would be well advised to check with the foreman before he proceeds to correct them. The best place to eliminate them is on the machine, and an immediate reminder to the typesetter may save some ruffled tempers later on.

Galley Slave Device

The Galley Slave, a device to make handling of galley proofs easier, has been developed by the J. L. Kevin Corp., Box 621, Englewood, N.J. The item will hold up to 40 proofs firmly on a folded, smooth, rigid surface no larger than a clipboard. Bottoms of the proofs are held in place by a strong plastic band. As each proof is completed, it can be tucked behind the board.

Up to 40 galley proofs can be held firmly in place for continuous proofreading on the Galley Slave device. As each proof is completed, it can then be folded behind the rigid, smooth board.





Readers are invited to submit examples of what they consider their best work in design and fine printing for reproduction in this department.



From Lee Paper Co.'s multicolor brochure "Dimensions" comes this striking spread with contrasting black and white. Designed by Norman Ives, teacher of graphic design at Yale University, it is "tops" in typographic and creative achievement.

A good example of orderly typography, easy reading, and clear information is found in New York University's Bulletin. Printed in one color, this 96-page booklet has decorative benday illustrations scattered throughout to relieve the monotony of straight typography.

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CENTER FOR THE GRAPHIC INDUSTRIES
AND PUBLISHING

Basic and General Courses

200. Printing Processes and Materials Fee: \$50.00
This course is designed to give the student a general knowledge of the printing process, from the design of the copy to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

201. Designing and Layout Fee: \$50.00
This course is designed to give the student a general knowledge of the design process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

202. Proofreading and Copy Setting Fee: \$50.00
This course is designed to give the student a general knowledge of the proofreading and copy setting process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

203. Graphic Illustration Fee: \$50.00
This course is designed to give the student a general knowledge of the graphic illustration process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

204. Color Illustration Fee: \$50.00
This course is designed to give the student a general knowledge of the color illustration process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

205. Typography and Composition Fee: \$50.00
This course is designed to give the student a general knowledge of the typography and composition process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

206. Bookbinding and Printing Fee: \$50.00
This course is designed to give the student a general knowledge of the bookbinding and printing process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

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207. Advertising and Editorial Fee: \$50.00
This course is designed to give the student a general knowledge of the advertising and editorial process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

208. Proofreading and Copy Setting Fee: \$50.00
This course is designed to give the student a general knowledge of the proofreading and copy setting process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

209. Graphic Illustration Fee: \$50.00
This course is designed to give the student a general knowledge of the graphic illustration process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

210. Color Illustration Fee: \$50.00
This course is designed to give the student a general knowledge of the color illustration process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

211. Typography and Composition Fee: \$50.00
This course is designed to give the student a general knowledge of the typography and composition process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

212. Bookbinding and Printing Fee: \$50.00
This course is designed to give the student a general knowledge of the bookbinding and printing process, from the initial concept to the final product. It covers the various typesetting, printing, and binding processes, and the materials used in each. Text: \$1.50. Feb. 15, 1961.

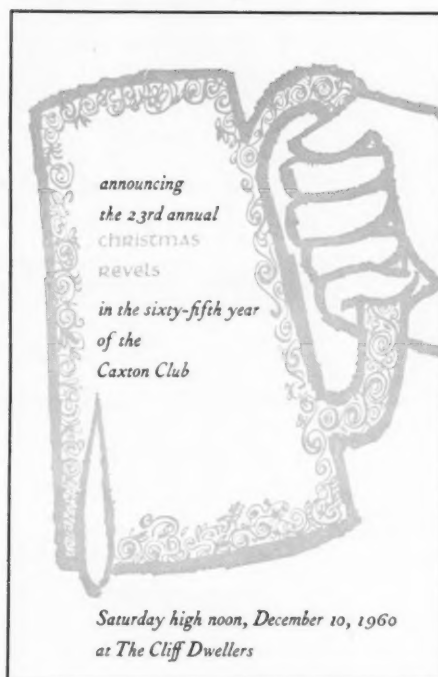


A most unusual example in the greeting card line. The Santa Claus is made entirely of type and ornaments. It is printed in black on a clear sheet of acetate and then superimposed on a dark green paper background which is gate folded. The acetate is attached to the background at the top by a golden tassel. The words "Ted and Reus & Sons" are printed in white on the dark green and the gate fold is sealed with a golden seal. Produced by The King-Elsea-Young Co. of Wichita, Kans.

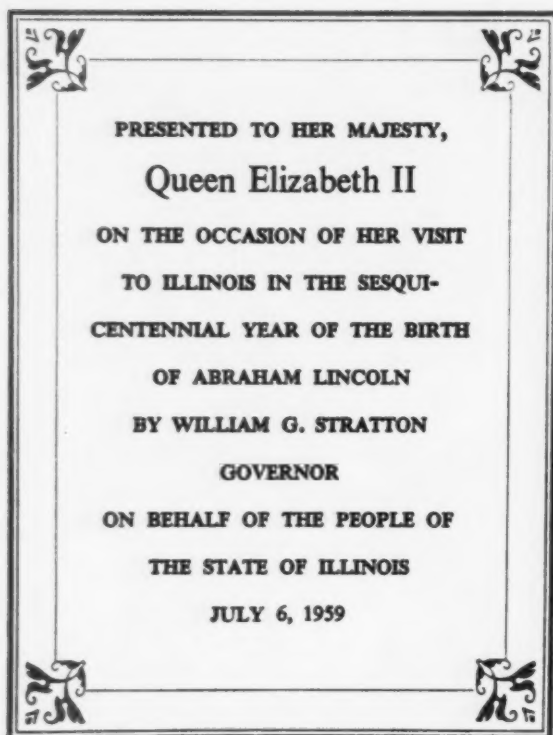


Joseph Yurkas, a Chicago designer, came up with this graceful "thank you" note for the Chicago Child Care Society. It is printed in black and pink on white stock by North Shore Printing Co. of Waukegan, Ill.

To keep in spirit with the occasion, James Bohaty, a most talented young Chicago artist, designed this announcement for the Caxton Club. Printed as a french fold in black and bright red by R. R. Donnelley & Sons Co. of Chicago.




This center spread from the booklet "Type Fitly Chosen" shows the beauty and dignity of Centaur type. The large lower case at the top is a blow-up printed in a warm gray. The body is black, and the cover is gray and red. It was designed by Douglas Lang of R. R. Donnelley & Sons Co., Chicago, and printed offset for and by Donnelley as an advertising piece.



When Queen Elizabeth visited this country recently, William G. Stratton, then governor of Illinois, presented her with a six-volume series of Carl Sandburg's *Abraham Lincoln*. Prentiss Smith, typographer of Homewood, Ill., not only designed this bookplate for Her Majesty's volumes but also printed it, as a limited edition of six copies, on a little hand press in his basement printshop. The original is in black with blue border and ornaments printed on ivory stock. Another example of simplicity and good taste in typography.

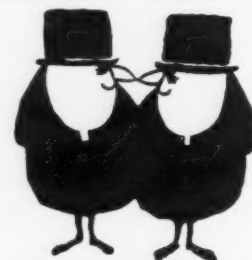
The samples shown below could well be the answer to Theodor Jung's "Church Typography Needs Modernizing Treatment" which appeared in this magazine last December. Father William Anderson, owner-printer of the Parson's Printery of Wilmont, Minn., writes, "I have been conducting a campaign for the improvement of printing for churches . . . I have felt that churches request and get better design, and that the printers should realize the potential they would have if they would suggest and give better design and printing for church work . . ." Some printers have realized this. Unfortunately, too many have not. The excellent samples which Father Anderson has submitted prove that he means what he says.



CHURCH OF SAINT KILIAN
WILMONT · MINNESOTA



CHURCH OF SAINT PATRICK
LEROY · MINNESOTA



TOGETHERNESS

Father Win G. Anderson



blessed art thou among women
and blessed is
the fruit of thy womb
JESUS



Gentlemen:

We have received your letter of recent date, and would like you to know we have divided our creditors into three groups:

1. Those who will be paid promptly.
2. Those who will be paid sometime.
3. Those who will never be paid.

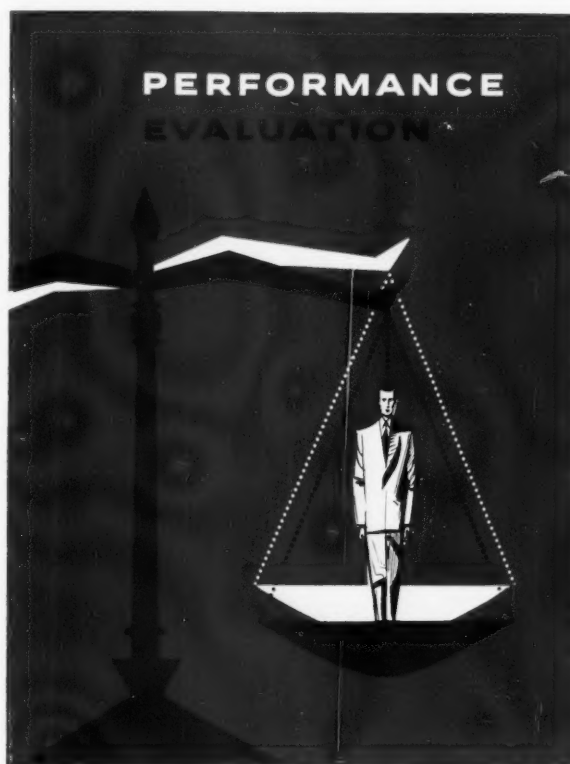
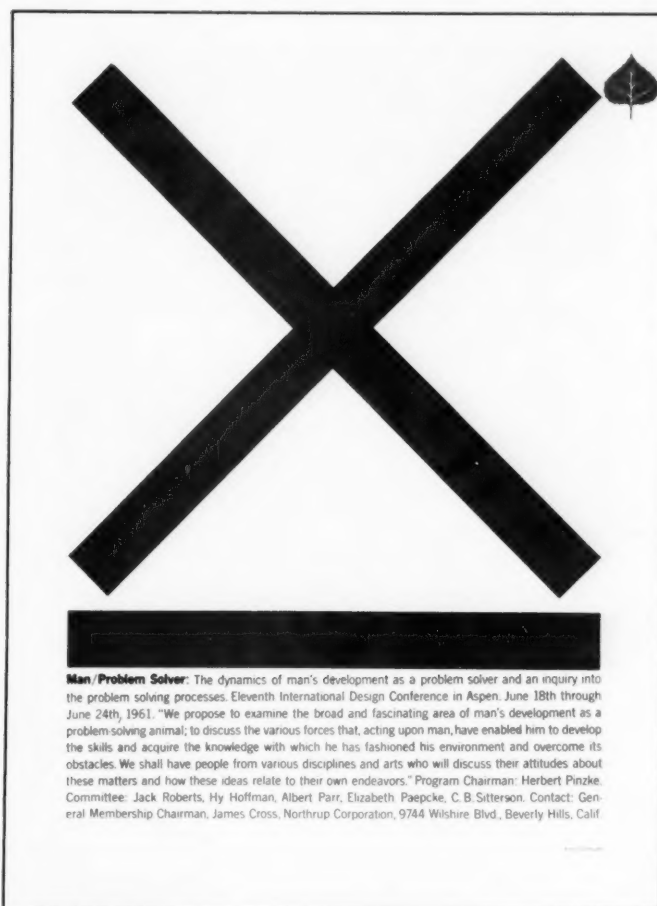
You will be happy to know that because of the friendly tone of your letter, we have PROMOTED you from Group 3 to Group 2.

X marks the spot? We think it does. The spot is Aspen, Colo., for the Eleventh International Design Conference on June 18th. This dynamic announcement unfolds to almost average poster size. It is printed in black and light green and designed by Carl Regehr.



"All under one roof" seems to be the motto of Victoria Press, Ltd. of Montreal. Utilizing "A" for the roof effect on a four-page announcement printed in red and black, a third color effect is achieved by screening some of the large type and panels. It is a bright and cheerful piece.

There's strength and impact in the cover of "Performance Evaluation," a 12-page brochure put out by the Allstate Insurance Company. Good design, good typography and quality printing is the answer to a successful printed piece. Printed in black and turquoise by offset, it was produced by the Crewdson Printing Co. of Chicago.





From London, England, comes this unusual example of modern design. Printed in black, purple, and orange this four-page folder is one of the nicest samples we have seen from England recently. It was done by London Typographical Designers, Ltd.



The Warner P. Simpson Co.'s four-page folder is part of a campaign which received first award at the Printing Industry of America Exhibition in Washington, D.C. It was printed by offset in black and purple with the fold at the top.

accounting Collins offers the college graduate with a major in accounting every opportunity to acquire broad experience in a wide range of accounting applications and to achieve maximum professional growth in industrial accounting. Areas of accounting activity to which accountants may be assigned include corporate and general accounting, cost accounting, financial analysis, credits and collections, budgeting, internal auditing, systems and procedures, and taxes.

In recruiting accounting and financial personnel, the Company has available a training program which provides selected college graduates with the opportunity of working "on the job" in several areas of accounting responsibility over a twelve to eighteen month period.


In recruiting accounting and financial personnel the Company seeks professional caliber men who possess a broad perspective and who have the ability to bring their training in accounting to bear in developing sound solutions to problems in business and industrial accounting. They are expected to be creative in their approach, and are encouraged to develop leadership qualities.

Electronic data processing is an integral part of the Company's record keeping and business functions. Electronic computers and the latest models of data processing equipment are used to process most of the detail work, allowing the accountant freedom to analyze and evaluate data and to prepare reports for various levels of management.

engineering The business administration and commerce graduate is afforded job opportunity in Collins research and development divisions in scheduling and planning areas. Planning assistants, working with engineering managers, coordinate the preparation

Running in boldface heads with lightface body type creates the contrast and yet blends the page into "togetherness." This page from Collins Radio Co.'s folder is an example of neat typography and design of Ray Welch of the A/D Graphic, Inc. The page was printed in dark gray and black by Laurance Press, Cedar Rapids, Ia.

AXE-HOUGHTON FUND B. INC.
 Established 1928




Axe-Houghton Fund B. Inc.

A COMPLETE INVESTMENT PROGRAM
 SEEKING A BALANCE OF
 Growth and Income

Here's a new approach in the usually drab world of the mutual fund printing. This six-page, gate-fold piece is printed in black and brown. The emblem has been redesigned to look like a metallic shield. Because of good typography and presentation, the copy is easy to read. It was produced by Investments Research, Inc. of Chicago and printed offset by Crewdson Printing Co., Chicago.

arthur radlauer advertising 506 audubon bldg. new orleans, 16 phone 524-9387



While at a glance one may deduce that this is a letter-head and a calling card of a fingerprint expert, it is nevertheless the thumbprint trademark of Arthur Radlauer Advertising. The two pieces are printed in gray and ochre. The frame on the calling card is a short fold with a message on the back.




arthur
radlauer
advertising
506 audubon bldg.
new orleans, 16
phone: 524-9387

lesson
of the
month



Enclosing his company's billhead, Mr. Ed Davis writes: "I would be happy to see the enclosed in the rebuild or repair column because then I could really see where I went off the track." As things go, Mr. Davis, this sample is not too bad—just a few refinements as suggested in the rough layout below would help. For example the address box is too bold and prominent. Why not use lightface corner pieces for guides. We also noticed that you use a register mark instead of an "O" in "Lithographers." While the idea is interesting, there is too much difference in the size of both. Now, regarding the three lines of type on the right of the box. There's no harmony between the "soldier at attention" condensed gothic and the "ballerina" type script. One points up and down; the other flies to the right. It would help to have your rules bleed and to use the register mark in a trade mark fashion. One can rearrange this a dozen different ways and still make it look good. We hope you will agree that this is one of them.

The IDEAL PRESS
 PRINTERS • LITHOGRAPHERS
 847 MAIN ROAD // TIVERTON, RHODE ISLAND // MAYFAIR 4-9331




PRINTING BELLS *Products*
 PRINTING BELLS *Jobs*
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DATE	NUMBER	TERMS

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DATE	NUMBER	TERMS

the composing room

BY ALEXANDER LAWSON

Questions will be answered by mail if accompanied by a stamped envelope.
Answers will be kept confidential upon request.

Why Not Start a Pastime Press?

*Compositors, typographers, and art directors
tired of routine chores and restrictions
have burgeoned the number of private presses*

IF MAIL is a criterion, it is evident that many composing room apprentices yearn for something more than the security of journeyman status. This department was swamped with letters after discussing the enormous difficulties that face young compositors who want to become typographers (February, 1961).

One writer offered a solution to the problem of the compositor whose creative abilities are subdued by the day-to-day necessity of "following copy." He suggested that as a hobby the compositor start a small shop in which to experiment with a variety of small jobs. Such an undertaking has certain merits, but it might be better to enlarge upon the idea—to consider starting a private press.

There's plenty of precedent for such a venture as a release from the frustrating experiences of daily work. Many of the great names of American typography have been listed on the roll of private presses, including Frederic W. Goudy, who established the Village Press very early in his career, as well as Bruce Rogers, Carl P. Rollins, W. A. Dwiggins, Will Ransom, Arthur Rushmore, and many others.

At present there are a number of typographers who labor under production conditions, turning out top-grade work, but who still desire to be completely individual. They like to operate a private press because it gives them complete freedom of expression.

The well-known type designer, R. Hunter Middleton, is the proprietor of the Cherryburn Press, which specializes in printing the wood engravings of Thomas Bewick. A number of New York typographers are active in hobby typesetting. Robert M. Jones, a prominent art director, established his Glad Hand Press in 1953, and has already produced some 500 items which have been exhibited all over the country. Frank Powers, type director of J. Walter Thompson advertising agency, enjoys the relaxation of a home press, removed from the pressures of Madison Avenue.

With so many professionals in the field, the private press movement has reason to doubt its strictly amateur status, but unquestionably the level of competence in hobby printing is on the rise.

Recently, the private press movement has been expanding in other na-

tions. Several organizations have been founded for the exchange of information and examples of work. Readers of the Specimen Review department in this magazine may have noticed from time to time the inclusion of a private press job that indicates the high standards traditional in the field.

Frequently, of course, the enthusiasm of the private printer far surpasses his skill as a typographer—or pressman. In this latter specialty, the comp. will really have to go beyond the craft of simply setting type, which may very well injure his ego, since it is well established (in composing rooms) that typesetting is sufficient unto itself!

Late in 1960, a New York private press, the Herity Press, compiled a list of private presses currently in operation. The fact that the list ran to many hundreds of names indicates how widespread the movement is. In corresponding with a number of these hobby printers, I have been surprised at their varied backgrounds. There are doctors, newspaper editors, teachers, electronic engineers, etc. Probably the best known nonprinter active with his own press is Ben Grauer, the TV and radio announcer, who for many years has operated the Between the Hours Press.

A number of years ago there was shown in several cities across the United States "An exhibition of work done in Barns, Cellars, Bedrooms, Attics, and Other Unlikely Places." The enthusiasm of the exhibitors was obvious. The viewer could scarcely leave without wanting to join in the fun.

Actually, the term private press is not clearly defined. The late Will Ransom, foremost authority on the history of the movement, in his important treatise, *Private Presses and Their Books*, devotes his first chapter to the question, "What Is A Private Press?" One of his conclusions is as follows:

"The simplest and perhaps the truest type of private press is that maintained by one who is, at least by desire, a craftsman and finds a peculiar joy in handling type, ink, and paper, with sufficient means and leisure to warrant such an avocation. His literary selection may leave something to be desired and art may be disregarded or amazingly interpreted, but he has a good time."

Ransom quotes what must be the happiest expression of the movement, written by Edwin Roffe in 1861:

"I must confess,
I love my Press;
For when I print,
I know no stint,
Of joy."



Robert H. Middleton, like many leaders in the typographic field, sets his own standards of excellence in his private printing shop, the Cherryburn Press.

Below: Mr. Middleton has one of the finest collections of wood engravings by the 18th century English engraver Thomas Bewick. This is a reproduction of one of them.

Whether or not the composing room apprentice or the journeyman comp. can rise to the challenge of a private press rests with the individual himself. A glance at the backgrounds of many successful typographers of this century shows the influence of the small operation concerned only with quality. Daniel B. Updike, one of the greatest American printers of any period, patterned his Merrymount Press upon the example of William Morris and the 19th century English presses.

American printers, such as John Henry Nash, the Grabhorn brothers, and Ward Ritchie, built solid and lasting reputations from what began as private press operations. This is not to say that every compositor, wearied with the routine duties of the standardized shop, will cast off the shackles, and by virtue of putting a case of type in his cellar along with a rusty old "Tenby," will attain prominence.

He will, though, if he plans his course thoroughly, begin to enjoy the results of creative imagination. There is always the danger, of course, that he will establish just another garage printshop and in the long run lower the economic standards of the trade.

Again, to quote from Ransom: "After all is said, the distinguishing quality of a private press is no less than a matter of spirit, indefinable except by inference. Whatever decision is made concerning the status of a press, with regard to its being private or not, must be based upon a recognition of the ideal apparent in its works, with due consideration for the human elements of its activities. Freed from the confining strictures of details, a private press may be defined as the typographic expression of a personal ideal, conceived in freedom and maintained in independence."

Next month I would like to discuss further some of the points mentioned above—equipment, program, and private press organizations.

ROBERT H.

Middleton

*He leads in design
production*



THIS MAGAZINE'S "NEW LOOK" owes a great deal to a quiet Chicagoan who seems quite comfortable in the role Frederic Goudy once handled with distinction. Without question Robert Hunter Middleton is today's most productive type designer, and if he maintains his present pace, he should reach the 100th type very shortly.

Designing Record Gothic, the display type used in this magazine, would alone qualify Bob Middleton as a prolific designer. Begun 10 years ago, this series may run to nearly two dozen variations before it is completed, making it extremely useful for modern advertising purposes. Middleton's prophetic awareness of typographic trends is evident when we observe the present popularity of the Gothic type group.

In 1908, when he was 10 years old, Bob Middleton arrived in the United States from his birthplace of Glasgow, Scotland, and settled with his family in the state of Alabama. Later he graduated from the Department of Printing Arts of the Art Institute of Chicago and in 1923 took his first job—with the Ludlow Typograph Co. He became director of type design in 1933 and a director of the company earlier this year.

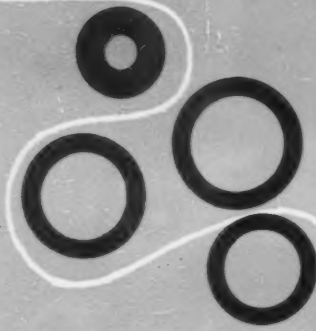
At Ludlow, Middleton's first type was the well-known classical open-face capital letter named Delphian. Later he completed the Eusebius series, which had been originally designed by Ernst Dettmer under the name of Nicholas Jenson.

He continued supplying classical roman for Ludlow, producing Garamond Bold in 1929 and Garamond Italic in 1930. During the 1930's he designed display types which are still widely used, such as the Tempo series, the Karnaks, and variations of Bodoni—Bodoni Modern and Bodoni Campanile.

Unlike Goudy, Middleton has had to supply types to meet demands for new display letters. The old master of Deepdene, on the other hand, was content to remain a designer of classic types for more limited use, many produced primarily to please himself.

Like many an active typographer, Middleton carries his love for his work into the hobby field. He operates the private Cherryburn Press, which specializes in printing the magnificent wood engravings of the 18th century English engraver, Thomas Bewick. Middleton owns probably the finest collection of Bewick engravings, and fortunate is the friend who receives one of the beautifully printed items from Cherryburn Press.

Author of two small books, *Chicago Letter Founding* and *Making Printers' Typefaces*, Bob Middleton has been very active in the promotion of typographic design. He has been president of the Chicago Society of Typographic Arts, and has been a prime force in the annual International Design Conferences in Aspen, Colo. His long devotion to high standards of design was rewarded with the honorary degree of Doctor of Fine Arts from Transylvania College in Lexington, Ky. This is one of the very few honorary degrees granted to a member of the printing profession.—By ALEXANDER LAWSON



the pressroom

Offset Lithography
Letterpress
Flexography
Gravure
Screen Process
Collotype
Embossing

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*Magnetic traps catch
tiny metal filings
that travel in ink systems
and can cost
hundreds of dollars in
damaged cylinders*

How Magnets Can Purify Gravure Inks

PRINTERS in increasing numbers are turning to magnets to lengthen cylinder life on gravure presses. The magnets eliminate ferrous contamination from circulating ink systems.

The cylinder-life problem is an acute, expensive one, which authorities agree stems from ink abrasiveness caused mainly by metallic particles. Most of these particles are tiny slivers, flakes or fine pieces of Swedish blue tempered steel which come off the doctor blade on gravure presses. Extremely fine particles of steel that wear off the steel balls used in inkmaking and remain in the ink also cause abrasion.

These tiny offenders build up in ink-circulating systems. As ink is recirculated, deposited, and redeposited on the cylinder, and as excess ink is scraped off by the doctor blade, two factors cause wearing and scoring:

(1) There is a general attrition of the cylinder across its width caused by the pressure of the doctor blade pressing abrasive ink against the cylinder.

(2) Abrasive deposits are built up at different points along the length of the doctor blade, causing uneven wear through uneven pressure. The result is scoring, galling, and pitting on the cylinder face.

Every printer knows he pays a high price for this abrasion in poor reproduction, random spots, and streaks. So, as soon as a cylinder affects printing quality, the printer must shut down the press to remove, resurface, reetch, or

replace the cylinders. Since new cylinders cost from \$800 to \$1,500, rebuilding and reetching costs from \$150 to \$400, and shut-down maintenance labor costs about \$50, any printer is interested in prolonging cylinder life.

Three possible courses of action are open to him.

First, he can install a homemade trap in his circulating ink system to catch ferrous particles. Since magnets offer the best possible way to catch these abrasive particles, he usually makes a magnetic ink trap of his own design.

This requires a good deal of skilled labor, an understanding of the principles of magnetism, and an elaborate metal fabricating job to make a ferrous trap which can be opened and cleaned easily. Although some homemade ferrous traps are being used in the printing industry, their effectiveness varies widely, and they are expensive and time-consuming to make.

A second course open to printers who want longer cylinder life is to engineer a ferrous cleaning arrangement with a manufacturer of magnetic separators. This course is best exemplified by the experience of Harold R. Perry of the Peter Paul Candy Co. in Naugatuck, Conn., who heads that company's printing plant. Mr. Perry has spent six years investigating the problem both on his own and as head of a Gravure Technical Association subcommittee. He has designed and put into operation

on three Champlain gravure presses his own magnetic ink strainer. His system combines a specially-designed magnetic trap with a filter to catch nonferrous contamination, such as lint.

Eriez Manufacturing Co. of Erie, Pa., manufacturer of magnetic equipment, cooperated with Mr. Perry in making the magnetic element used in the unit.

"Carefully kept records show that since the magnetic trap was put into operation, we have not had one single cylinder scratched and we are getting from 6-million to 10-million reproductions per cylinder. That's about three to five times the number that might ordinarily be expected," Mr. Perry said.

"Every week a half-teaspoon of fine iron has been removed from each of the permanent magnets which are the core of our abrasive control. By installing a magnetic trap in each color line, decontamination is accomplished by filtering the excess ink before it is returned to the reservoirs."

The third way to prolong cylinder life is to install in each stand a standard-model permanent magnetic trap. These are readily available to handle from ½-inch up to 4-inch lines.

Magnetic printing ink traps with no moving parts are being manufactured. Their work is done by a powerful, permanent magnetic element. The entire magnetic element lifts from the body for inspection and cleaning.

In some, the magnetic element consists of a group of magnetic tubes arranged so they cause ink flowing into the body of the trap to impinge against the tubes without interfering with ink flow.

This arrangement takes advantage of the ink's change in direction and the difference in inertia between the ink and unwanted ferrous particles. The magnetic circuit is so designed that trapped iron and steel have a strong tendency to work around the tubes and cling to the downstream side of the tubes. As a result, trapped particles resist any tendency to be washed off by ink flowing past.

The design of the trap's body spreads the ink up and down and causes it to pass around and through the magnetic barrier in relatively thin streams with no flow restriction.

Other models have been designed as magnetic pipeline traps where operating conditions are not severe. The cast bronze trap is built for two-inch pipelines, but a standard reducer makes it adaptable for lines as small as one-half inch. The powerful, permanent magnet is fully encased in one stainless steel tube, and ink flows along the tube toward the outlet. Both types can be installed in almost any position.

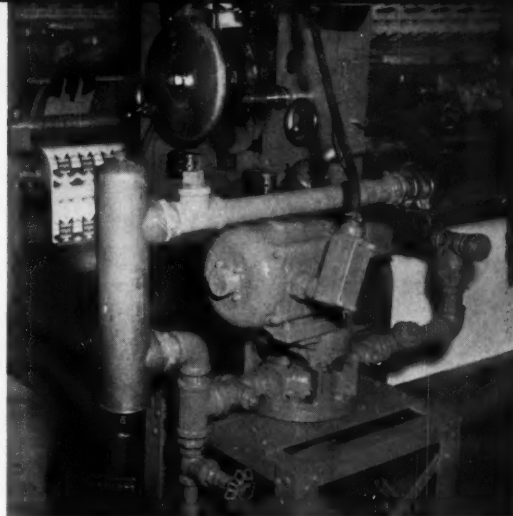
A new development is the combined ferrous trap and filter for recirculating ink lines, the unit removes both iron and nonmagnetic particles.

Developed at the specific request of two ink manufacturers, the new trap is ideally suited to installation on gravure and flexographic presses. In this model a one-inch stainless steel permanent tube magnet is enclosed in a two-inch diameter, perforated, bronze filter screen. The screen is available with holes either 0.020 or 0.033 inch. Both magnet and filter are enclosed in a 350-pound pressure-cast bronze housing. Use of adapter connections makes it possible to install the trap on pipelines of various sizes.

While the manufacturer recommends that the ink pass through the magnet first and then the filter, the design of the trap permits an installation in which the ink is processed by the filter first.

Above: A ferrous trap (left foreground) is mounted vertically on a rotary gravure press. Printer, C. W. Zumbiel Co. of Norwood, Ohio, says four such installations have doubled cylinder life and cut by 80% spoilage from streaks and blade nicks.

Right: Iron particles adhere to multiple magnetic elements in a trap mounted horizontally on an ink line.



When Ink and Water Mix, Here Is What Happens in Lithography

Webster says an emulsion is "a dispersion of fine particles or globules of a liquid in a liquid." And in the offset pressroom, when we speak of emulsification, we mean that the ink on our press has taken up some of the fountain solution. Globules of water are dispersed in the ink on the rollers.

A small amount of this type of emulsification does no harm in the lithographic process. In fact, it has some value in helping to maintain an even distribution of moisture over the plate. But when too much moisture enters the ink, the ink becomes less plastic, it stiffens up, loses its flow and is said to cake. It is too stiff to flow, has too little tack, and will not properly transfer from rollers to plate.

Too much water in the ink makes a dough-like material. The ink cakes and piles on the rollers. The impression on the paper is weak and gray because of poor transfer and partial coverage. Increasing the ink feed does not help. Too much water in the ink keeps it from drying normally on the sheet and bare steel rollers are likely to strip.

As emulsification increases, the emulsion changes from a water-in-ink emulsion to an ink-in-water emulsion. This is when globules of ink are dispersed in water. Particles of ink become disconnected from the mass and will adhere to the plate in the nonprinting areas. A tint is formed. This tint is easily removed with the water sponge but returns immediately.

Over-emulsification may be due to an ink that accepts water too readily, or it may be due to poor formulation of the dampening solution, or something in the paper affecting the solution.

But probably in most cases, emulsification trouble is caused by running an excessive amount of water on the plate. Excess water can be the result of carelessness, or poor dampener settings, or dirty conditions of the dampening system. Or the trouble can be that the dampening system is in poor mechanical condition. If the rollers are not truly cylindrical or have bent spindles, they can not be set accurately. If molleton covers are lumpy or sloppy, they will not feed water evenly. One

part of the plate will catch up while another is flooded. If the water volume adjustment mechanism is not efficient, it is difficult to hold water flow at just the minimum point. When the pan roller or vibrator is not clean and free of any grease film, water transfer will be erratic. These rollers should be cleaned with plate etch and wool felt and pumice until they will maintain an unbroken film of water. Good water stops, properly used, help greatly to keep water spread properly across the plate.

The condition of the plate is of prime importance in preventing an excessive emulsification. When a plate is poorly desensitized it is said to be sensitive. It does not repel ink in the nonprinting areas without a heavy film of water. For every type of plate there is a way to increase its desensitization in the press. If emulsification is a problem and plates require excess water to keep them clean, they must be corrected if possible or a new plate found that will run with minimum water.—Charles W. Latham in *NYEPA Lithographic Division Bulletin*.

the specialty printer

LOUIS F. DOW
COMPANY

Master Mural Printer

*The St. Paul, Minn., firm produces 174x14-inch
murals from 4x5-inch transparencies. It claims the
number one spot in world mural production.*

THE LOUIS F. DOW CO. specializes in turning color transparencies as small as 4x5 inches into murals as large as 174x74 inches. The firm, with headquarters in St. Paul, Minn., claims to be the largest producer of printed murals in the world.

The Dow Co. is currently producing murals depicting 40 different subjects, all in full-color, and nearly all made from photographs. Mural sizes are 38x58, 116x38, 174x38, and 174x74 inches. Dow also makes muralettes, 29x21. Subjects, for the most part typical American scenes or famous landmarks, include the New York City and Chicago skylines; Stone Mountain in Atlanta, the shrine of the Confederacy; Mackinac Bridge; Waikiki Beach; Montauk Point Lighthouse, and the Grand Teton in Wyoming.

To make its murals, Dow uses mostly photographs supplied by professional free-lance photographers. Lithographic plates are made from color transparencies and run on Harris two-color 42x58-inch presses or on Miehle 52x76-inch five-color presses. Mural subjects are run one up on a sheet.

To make its larger murals, Dow combines printed panels. The largest is made up of six different printed panels, each of which must match perfectly with respect to color tones, especially at the edges, because the slightest vari-

ations become glaringly apparent when the mural is hung. If the blue of the sky varies the slightest bit from one sheet to the next, the eye sees a sharp dividing line. So important is color consistency that Dow craftsmen match the edges of each halftone separation with those of its neighbors.

According to Rex Morgan, Dow press foreman, each step in the reproduction process, from selection of the proper color transparency to the final varnish process, is critical. Skilled camera work, rigidly controlled four-step blow-up process, painstaking dot-by-dot etching in the art department, proofing under temperature- and humidity-controlled conditions and making minor corrections on the presses by varying the packing, are all vital to perfection of the finished mural.

Dow takes pride in the fact that few people can detect that its murals, when properly mounted, are not one continuous sheet.

The firm also produces murals from printons, water colors, and oil paintings. To get true color reproduction from various media, Carl Wanka, foreman of the lithographic art and camera department, uses various combinations of masking systems. No one system, he feels, gives best results for all media.

Dow is proud of its proofing room. Temperature and humidity are careful-

ly controlled and proofer Walter Godby, they believe, is one of the best in the business.

Blankets are of prime importance in getting an honest proof. Only brand new blankets are used. Mr. Wanka uses Duraflex 3C black blankets, supplied by Reeves Brothers, Inc. They are of an even thickness throughout, he says, making it comparatively simple to adjust for an even pressure of 0.006 pounds per square inch with a minimum of packing.

After Mr. Wanka is satisfied that he has a completely honest set of progressive proofs, it's the job of Leo Dian, foreman of the transfer department, to get exactly right exposure and developing times. These are needed to transfer to the plate the exact dot pattern recorded on the halftone film positive.

Dow employs about 340 people at its plant and has approximately 400 salesmen who sell its products throughout the United States and in other countries as well. The salesmen work out of offices in eight American cities. They sell the mural line on a wholesale basis to dealers located in this country as well as in more than a dozen countries abroad. Dealers are, for the most part, paint, wallpaper, chain, furniture, and department stores of all sizes.

In addition to murals, the company is a leading producer of calendars and



Negatives are touched up in the offset preparation department before the plates are made. Major lithographic equipment includes Harris two-color 42x58-inch presses and Miehle 52x76-inch five-color units.



A battery of letterpress job presses rounds out the company's equipment. These Original Heidelberg units handle small 'o's and a large volume of imprinting.

also handles a large volume of commercial color printing. Clients for these services range all the way from blue-chip firms such as Waldorf Paper Products Co., Anheuser-Busch, and General Mills, to corner grocery stores and garages in the cities and towns of the 50 states.

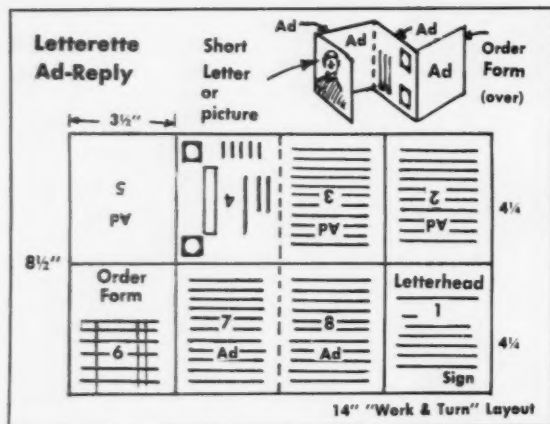
The whole thing began when Louis F. Dow got home from the Spanish-American War and took a selling job with Mosler Safe Co. As he traveled he asked clients about their printing needs, such as letterheads, calendars, and various advertising specialties. It was this bit of research that convinced him that there was a market for his printing firm, which he founded in 1899. Advertising specialties soon became its major work and eventually, murals, first introduced in 1956, moved into position as the company's major specialty product.

Stone Mountain in Georgia is a favorite Dow photographic mural. The majority of subjects are either typical American scenes or famous landmarks.





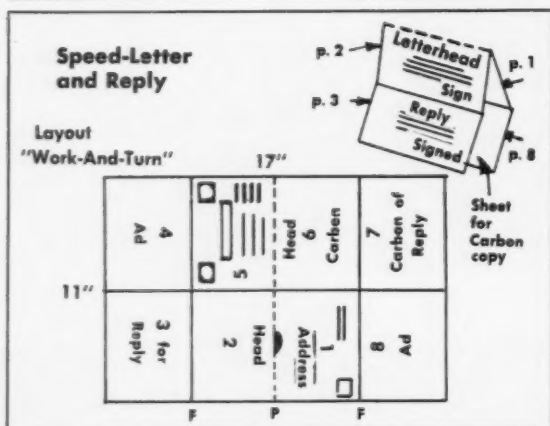
Six idea sketches you can reproduce



Letterette Ad-Reply Form

It's hard to list all the sales features of an Idea Sketch in a short caption, hence these extra comments are made to you, the printer. You can reproduce the caption for each drawing in your own promotional pieces, supplemented by sales copy on your staff, equipment, services, etc. When you make personal calls, take along a dummy to demonstrate how each idea works. This "Letterette," can be a self-mailer if the cover is made to serve as an address area.

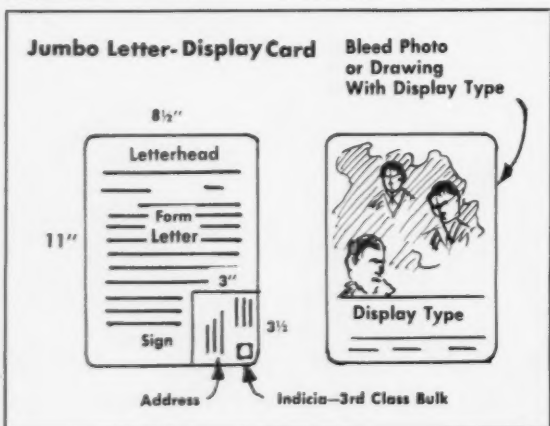
Here's an inexpensive promotional piece measuring 4 1/4x14 inches. We make two parallel folds to deliver it to you 3 1/2x4 1/4. Ideal for inserting in your small or large business envelopes. It uses a short sales letter or a photo on the cover, plus five pages for text and photos. Half of the piece forms a handy order-envelope if cover has address area.



Speed Letter and Reply

To cut costs these days, many firms want to save on time consumed in correspondence. Here, a letter area 5 1/2 inches wide by 4 1/4 inches deep encourages the writer to be brief. It challenges him to make his message fit, as if he were aiming to hold the copy for, say, a 100-word, night letter telegram. A one-time carbon sheet can be left in the form, if desired, to make it still easier for the recipient to reply promptly. Pages four and eight can contain ad copy and pictures.

Need to mail out a quick, short note from which you hope to receive a prompt reply? If so make it easy for your prospect to answer. Let us print for you this special eight-page form which will have your letterhead on pages two and six. The 5 1/2x8 1/2-inch under part is for a carbon. Reply on page three makes a copy on page seven. Indicia returns pages two-five.

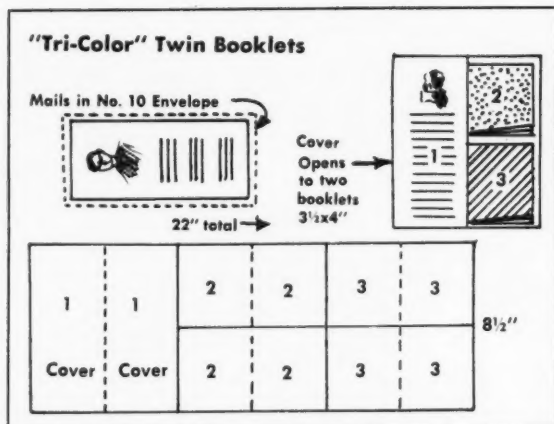


Jumbo Letter and Display Card

Cost-conscious firms who want to combine sales functions in a single form can use this 8 1/2x11-inch, self-mailing, round-cornered card. It replaces a three-part mailing (outgoing envelope, sales letter, and display card). The letter gets special attention by being on the back of the display. The reader is, therefore, invited to display the other side. Useful for dealers, salesmen, agents, and club members, the display can be used on bulletin boards, walls, counters, etc.

Your firm's form letter, for which we use typewriter type or reproduce by offset, goes on one side of this giant self-mailer card (8 1/2x11-inch standard filing size). The lower right corner box is reserved for your third-class bulk mail indicia or stamp and the prospect's name and address. The opposite side can be used for an advertising display.

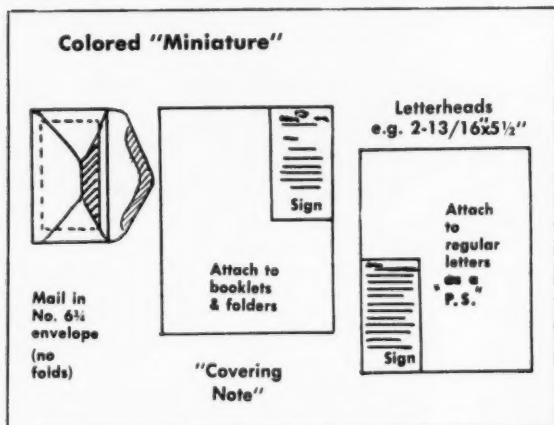
to submit to prospects by mail or in person



Tri-Color Twin Booklets

A printed piece of a certain size, concocted by a customer's ad man, may be costly to produce because it wastes paper by not cutting to advantage from available sizes. So, try starting with a standard size on hand. Let it set the shape. Here, a sheet of 17x22-inch, 20# bond or book paper runs an 8 1/2x22-inch job work-and-turn. It makes three equal areas, 8 1/2x7 1/2, two of which form an eight-page booklet (trims 3 1/2 inches wide by 4 inches deep), and the third a common cover.

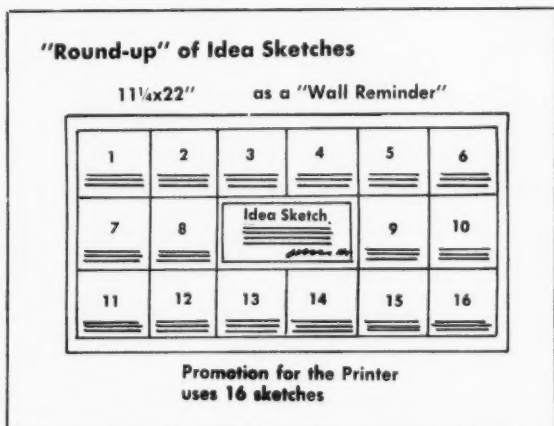
An unusual way to command attention is to use this "2-in-1" booklet. Your prospect opens the cover to find your sales story started on one color of paper and finished in a separate booklet of a different color. The booklet has functional value if you address men and women, children and adults separately, or if you feature a "before and after" sales promotion idea.



"P. S." Letters

On this sketch you can tell your prospect you're giving him six miniature letterheads from the paper and printing surface consumed by just one of the usual 8 1/2x11-inch size! This economy should appeal to him. You can also stress that its size dictates that the message be brief. The firm's existing letterhead can be reduced photographically to fit. Measuring about 3x5 1/2 inches, the miniatures can be used for various purposes such as memos, informal letters, reminders, etc.

We can run six miniature letterheads nearly 3x5 1/2 inches using the same amount of paper needed for a 8 1/2x11-inch standard letterhead. The company's regular letterhead can be reduced photographically to fit. Size of the miniatures makes them ideal for brief notes, memos, enclosures. The job can be run in one or two colors using varying shades of paper.



"Round-Up" of Idea Sketches

There may be many of the Idea Sketches in this series you've not yet reproduced for your prospects. If so, catch up by selecting, say, 16 to put on one broadside (roll or fold) for prospects to mount on the ad department wall. Give extra copies to the sales promotion manager, purchasing agent, advertising manager, and others who initiate printing orders. If your largest press is too small for the size shown, adjust fewer units to the size you have. Offer to supply dummies, quotations.

This is addressed to you, the printer, not to your prospects as in the case of the five other sketches. You can cut three of these wall charts, 11 1/4x22 inches, from one sheet of 22x34 20# colored bond paper or offset book stock. The finished chart will display 16 job plans or idea sketches in 3 1/2x3 1/2-inch spaces. The piece is ideal for the prospect's advertising department.

what's new in equipment

and supplies

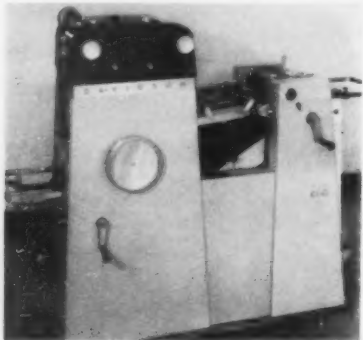
Dualith 500 Offset Press

A high-speed, small offset printing press, Dualith 500, styled by the industrial designer Henry Dreyfuss and offered in a choice of four colors, has been developed by the Davidson Corp., a subsidiary of Mergenthaler Linotype Co., Brooklyn.

The new machine features ease of operation, with the controls located to facilitate fast, easy changeover from one job to another, according to Davidson. The Davidson two-cylinder basic design has been retained.

The Dualith 500 handles sheet sizes from 3x5 up to 11x17 inches with an image area of 9x13 or 14 inches. The feeder capacity of the press has been increased to 6,000 sheets of 20" stock. A pneumatic reeding pile jogger with increased capacity with a special roll-away dolly is available. The Dualith 500 will produce offset printing from either metal plates or paper masters. The built-in chain delivery system is standard equipment. Increased ink fountain capacity, as well as increased paper capacity, in the feeder and the delivery, have been provided.

The Dualith 500 includes a straight conveyor board which jogs either right or left, a double-sheet eliminator to assure that every sheet which reaches the delivery hopper has been printed, self-adjusting steel feed rollers, and a hinged conveyor board which drops away to provide access to the blanket cylinder. The entire conveyor sheet hold-down mechanism is also hinged to lift from the conveyor



Sheet sizes from 3x5 to 11x17 inches can be handled by the Dualith 500 offset press. Feeder holds 6,000 sheets of 20" stock.

tapes to provide accessibility to the conveyor board.

The Dualith 500 will print two sides of the sheet simultaneously, one side by offset lithography and the other side by direct lithography. It will also do dry offset printing for longer run work; Davenporting (printing and embossing in a single run through the press), and printing or imprinting by the letterpress process from rubber plates, Linotype slugs, curved electrotypes, or T-bottom type.

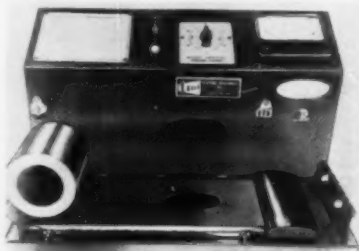
For information: The Davidson Corp., Subsidiary of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5.

Vanceometer Testing Unit To Forecast Printability

The Vanceometer tester, designed to evaluate in numerical terms the absorption rate of sheet surfaces and forecast printability, is being manufactured by Testing Machines, Inc.

Of particular use to printers, carton converters, and paper and board manufacturers, the tester provides a means of maintaining quality control when printing on paper or paperboard, the company said.

For information: Testing Machines, Inc., 72 Jericho Turnpike, Mineola, N.Y.



Testing Machines, Inc., has introduced the Vanceometer tester which will evaluate absorption rate of sheet surfaces and forecast printability.

KVP Litho Parchment

Three grades of KVP Litho Parchment have been developed by the KVP Sutherland Paper Co. The vegetable parchment is designed for promotional pieces such as letterheads, brochures, ad inserts, catalogs, greeting cards, etc. The grades offered are heavy weight, light and regular mottled, and light weight.

For information: The KVP Sutherland Paper Co., Kalamazoo, Mich.

Stapling Unit From Thomas

Thomas Collators, Inc., has introduced an automatic stapling machine which can operate either independently or with the firm's Gathermatic collator. The portable unit, when used with the collator, will operate at a rate equal to the latter's output, according to Thomas.

An optional foot switch provides stop-start control when used independently. In either case, sets are jogged square, stapled, counted, and stacked in the receiving tray. Equipped with a dual head, the stapler will drive two staples simultaneously and accept paper along either the horizontal or vertical edge.

Sheet size capacity ranges from 5x6½ inches to 11x14½ inches. Having an overall dimension of 24x30x40 inches, the machine is equipped with a 1/15-hp motor.

For information: Thomas Collators, Inc., 100 Church St., New York 7.



Thomas Collators' automatic stapling machine will operate either as a separate unit or in conjunction with the manufacturer's Gathermatic collator.

Natural Klasp Envelopes

Karolton Natural Klasp envelopes have been added to the line of American Envelope Co., a subsidiary of the Kimberly-Clark Corp. Made of a light shade of semi-bleached kraft paper, the new envelopes are produced in sizes from 2½x4½ inches to 12x15½ inches.

For information: American Envelope Co., West Carrollton, Ohio.

Anso Film VeeCee Paper

Ansochrome duplicating film, a low-contrast, reversal color film, and VeeCee, a medium-speed, variable-contrast projection paper, have been introduced by Anso, a division of the General Aniline & Film Corp. Available in 35mm and 70mm sizes, the film is designed for duplicating color transparencies. VeeCee paper may be exposed with contrast filter systems through projection or contact printing.

For information: The Anso Division, General Aniline & Film Corp., Binghamton, N.Y.

Cypak Electronic Press Control

A Westinghouse Electric Corp. Cypak control has been adapted for the Hurlertron printing press drive manufactured by the Electric Eye Equipment Co. Cypak control elements perform functions previously associated with relays. Speed changes are initiated by a small pilot motor which rotates two transducers through 90-degree movements to control motor armatures and fields.

Advantages of the system, according to Westinghouse, include lower power bills due to high efficiency; minimum replacement of parts and lower maintenance costs because of the solid-state devices, and lowest down time risk, since presses will continue to operate even if any motor or its associated control is disabled.

The Hurlertron drive system is available for all sizes of roll-fed presses in ratings from 50 to 400 hp.

For information: Westinghouse Electric Corp., Box 2278, Pittsburgh 30.

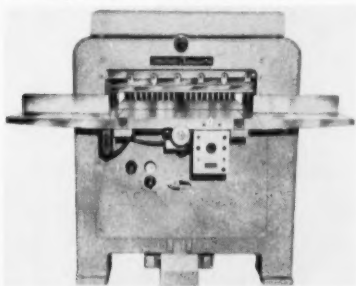
Two Challenge Power Paper Cutters Are Introduced

Two models of the 30½-inch Champion power paper cutters have been introduced by the Challenge Machinery Co. One is the Model 305MC automatic cutter which drops and returns the clamp and knife automatically. The Model 305MCD is equipped with a power-operated back gauge and automatic spacer. It is designed for shops having large amounts of closely spaced, repetitive cutting work, such as labels, coupons, or small forms.

Spacing is controlled by means of adjustable stops on a stop bar. As each cut is made, the back gauge automatically moves the stock forward to the next cutting position. As the final cut is made, the back gauge moves backward to receive the next load of stock.

For information: Challenge Machinery Co., Grand Haven, Mich.

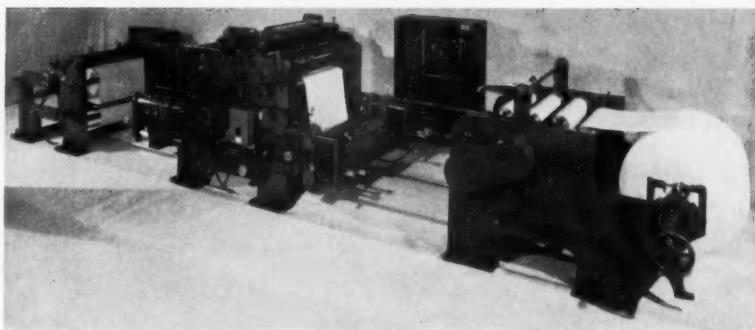
The Champion Model 305MCD paper cutter is equipped with back gauge, automatic spacer, and adjustable stops.



Carbide Cutter Head

A cutter head with carbide cutting edges has been introduced by North American Products Corp. The carbide edges are set with a helical shear and will produce a smooth finish on the surface of the blocking material, according to the firm.

For information: The North American Products Corp., Box 2913, Jasper, Ind.



A removable top section, for numbering, perforating, and punching, is included with the Dyna-Speed flexographic forms press by the Packer Manufacturing Co.

Dyna-Speed Forms Press by Packer

The Dyna-Speed flexographic forms press, which has a removable and interchangeable top section for numbering, perforating, and punching, has been introduced by the Packer Manufacturing Co. The bottom section has two color stations (three and four colors are available), a metered infeed unit, and a rewind stand. All are synchronized to print on front and back of the web with hairline register at speeds up to 1,000 feet per minute, according to the firm.

The removable top section contains mechanisms for numbering, cross, and/or skip perforating, and continuous chain-or file-hole punching. It is available in 17-, 21-, 22-, or 24-inch sizes with print widths of 18, 24, or 30 inches.

Other features of the press include a frame design which makes plate rolls easily accessible and permits changeover in a matter of minutes.

Separately motorized fountain rolls operate continuously while the press idles to prevent ink drying. Ink splashing when press is running at full speed is prevented by specially designed ink pans.

The metered infeed unit has tension controls and adjustments for various paper stocks and is equipped with a hydraulic device for loading and unloading parent rolls. A Packer sheeter for office forms is also available.

For information: Packer Manufacturing Co., Green Bay, Wis.

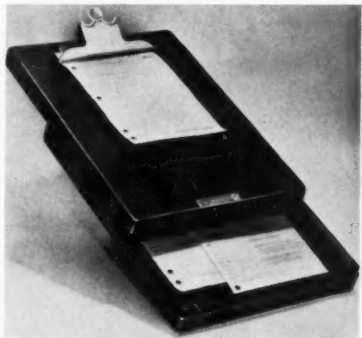
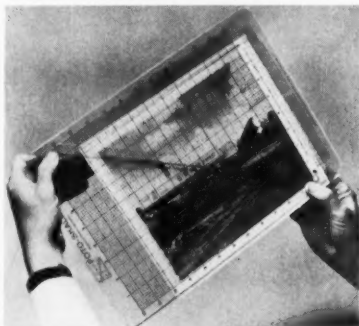
Foto-Skaler Device Is Made in Pica Model

Foto-Skaler, the reduction and enlargement scaling device manufactured by Elizabeth Edge Studios, is now available in a pica model. Made of clear acetate, the device has a grid area measuring 54x72 picas and it is graduated in one-pica increments.

By superimposing the Foto-Skaler over a photo or piece of art work, cropping and proportioning can be quickly done, the manufacturer said. Total size of the device is 10x15 inches.

For information: Elizabeth Edge Studios, Pittsford, N.Y.

The Foto-Skaler device for cropping and proportioning photos, art work, layouts, etc., is now available in a pica model.



A plastic clipboard slides back to open a drawer in the Clipboard Desk.

Evans Clipboard Desk

The Clipboard Desk, a plastic clipboard attached to a drawer, has been developed by the Evans Specialty Co., Inc. Manufactured of smooth plastic, the clipboard slides back to open a drawer for carrying invoices, notes, and other papers. The unit, designed for persons who travel, measures 10x14 inches and weighs less than two pounds.

For information: The Evans Specialty Co., Inc., Box 8128, Richmond 23, Va.

Carbon Typewriter Ribbon

The PF-75 typewriter ribbon, designed for use on all machines using a carbon paper type ribbon, has been introduced by Columbia Ribbon & Carbon Mfg. Co., Inc. The ribbon's sharp writing quality makes it particularly valuable for preparing copy which is to be greatly reduced or enlarged.

For information: The Columbia Ribbon & Carbon Mfg. Co., Inc., Glen Cove, N.Y.

Fairchild Mat Detector Device

An electromechanical detector for monitoring falling matrices on Teletypesetter-equipped linecasting machines has been introduced by Fairchild Graphic Equipment. Known as the Mat Detector, the unit consists of a light source, photoelectric cell, two rotary stepping switches, and a control box.

Two rotary switches are utilized in the operation; one steps each time a bell crank in the operating unit is selected and the other each time a matrix falls and breaks a beam of light. Under normal operation of the linecasting machine, the two switches stay in phase.

Should either of the two fail to step, the switches then become out of phase, and a clutch magnet automatically halts the Teletypesetting unit on the third cycle after the malfunction. Two indicator lamps indicate the type of malfunction; red for a matrix failure and white designating a keyboard failure. A reset button is provided for restarting the operating unit after correction of a malfunction.

For information: Fairchild Graphic Equipment, Fairchild Dr., Plainview, L.I., N.Y.

The Fairchild Mat Detector will signal keyboard or matrix malfunctions on linecasting machines equipped with the Teletypesetter. The detector will stop the machine when a malfunction occurs.



Scriptite 31 Resin

Scriptite 31, a resin solution to impart a water resistance to coatings for offset printing papers, has been developed by the Plastics division of the Monsanto Chemical Co. A colorless, water solution of melamine resin, it is designed for high-solids coating where increases in viscosities can not be tolerated, according to the firm. Added to the binder system for pigment coating formulations, Scriptite will unite with the protein or latex base to form a water-impervious coating.

For information: The Plastics Division, Monsanto Chemical Co., Springfield, Mass.



Push-button control on the handle will regulate adhesive flow from Bostik unit.

BB Adhesive Applicator Offers Regulation of Flow

An adhesive applicator which has a push-button control on the brush for regulation of adhesive flow has been introduced by the B. B. Chemical Co., a subsidiary of United Shoe Machinery Corp. The Bostik adhesive applicator, Model B, will feed solvent and water-based adhesives through a flexible hose directly to the brush, using ordinary factory air pressure.

The unit includes a pressure tank which will dispense adhesives of average viscosity at 20 lbs. pressure and has an air regulator that allows accurate setting at any desired pressure. Tanks of two- and five-gallon capacity are available. Each tank is equipped with three outlets, permitting up to three operators to work from one unit.

For information: B. B. Chemical Co., 784 Memorial Dr., Cambridge 39, Mass.

Slugcaster Repair Service

Rich & McLean, Inc., manufacturers of Intertype and Linotype machine parts, has established a complete repair service for the assembled first elevator. Upon receipt at the factory, the unit will be disassembled, worn parts replaced, and the two main jaws welded, straightened, and remachined. The elevator will then be plated, assembled, and guaranteed.

For information: Rich & McLean, Inc., 345 Carnegie Ave., Kenilworth, N.J.

Cobb Shinn Art Service

Art-Pack, a line art clipping service, has been announced by Cobb Shinn. The first edition includes 450 illustrations in 16 categories. Reproduction proofs, for pasting on ads, direct mail pieces, etc., are printed on one side of 8½x11-inch sheets.

For information: Cobb Shinn, 721 Union St., Indianapolis 25.

System for Measuring Low Viscosity Inks

A control system for measuring low viscosity inks such as those used in rotogravure and flexography has been introduced by Crosfield Electronics, Inc. Known as the Viscometron, the control will hold viscosity within very narrow tolerances even when the inks are close to the viscosity of solvents being used, Crosfield claimed.

The unit is available as a simple monitoring system which indicates viscosity changes on a meter, or as a completely automatic system which adds solvent as required to maintain the viscosity within predetermined tolerances.

Also available is chart recording equipment for keeping a continuous record of viscosity, and automatic tank level controls which will add ink to tanks as needed. According to the firm, the Viscometron will hold viscosity to within ½-second variation on inks which measure 28 to 30 seconds.

For information: Crosfield Electronics, Inc., 47 New York Ave., Westbury, L.I., N.Y.

Ad Frames Are Redesigned For Increased Capacity

The Hamilton Manufacturing Co. has redesigned its Ad Frame to handle additional makeup materials and reduce necessary floor space. Consisting of a basic cabinet body with six compartments, the ad frame has a series of bin, materials, and galley units which can be interchanged according to individual requirements. Two types of overtop storage racks for leads and slugs are also available, according to the manufacturer.

Optional accessories include a fold down shelf which attaches to either side of the cabinet to augment working surface and an adjustable holder to keep copy in view but away from the working area.

For information: The Hamilton Manufacturing Co., Two Rivers, Wis.

Interchangeable shelf units have increased storage capacity in the redesigned Ad Frame by Hamilton Manufacturing Co.



Justowriter Has Tape Punch Unit

The Friden Justowriter has been equipped with a facility for setting justified composition on both the recorder Model AA and the reproducer units. Previously, only the reproducer could be used in this manner.

By connecting a motorized tape punch to the reproducer, a tape can be automatically punched and will in turn operate the AA recorder. An original tape prepared on a Justowriter recorder can produce, for example, 8-point type on the reproducer, or it can be converted on the motorized punch to a tape which can be run back through the recorder for justifying copy in perhaps 12-point italic.

If converted from six-channel to five-channel coding on the Friden code converter, the tape may also be used for transmitting justified composition over existing communications lines. At the receiving end the tape can be reconverted for use in the Model AA recorder.

For information: Friden, Inc., San Leandro, Calif.

The addition of a motorized tape punch on the Friden Justowriter makes possible the setting of justified copy on both the reproducer and recorder units.



Riegel Matte Finish

Riegel Paper Corp., has developed a new matte finish for its Tufwite/Weatherproof Bristol. The paper with the new finish is available in rolls for orders of 5,000 pounds. Weatherproof Bristol in smooth finish is stocked in three sheet sizes and three weights.

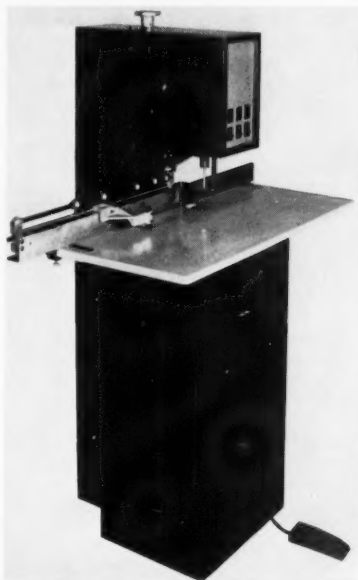
For information: Riegel Paper Corp., 260 Madison Ave., New York 16.

Mechanical Negative

The Mechanical Negative, which eliminates several film negative processes such as copy setting, paste-up, and photographing, has been introduced by the Polychrome Corp. Similar to a stencil, a negative can be used in a manual or electric typewriter for copy preparation, then

placed in a contact frame or enlarger for development of the negative. Alterations can be made with green correction fluid and a continuous-tone or halftone negative can be stripped in.

For information: The Polychrome Corp., Yonkers, N.Y.



Two models of the Ottawa Manufacturing Corp.'s paper drill are available. The machine will drill paper stacks up to two inches in height.

Paper Drill Is Introduced By Ottawa Mfg. Corp.

The Ottawa Manufacturing Corp., has introduced a paper drilling machine. Available in two models, the hydraulic-powered Model H-1000 and the foot-powered Model F-100, the machine will drill, slit, slot, and corner, using $\frac{1}{8}$ - to $\frac{1}{2}$ -inch diameter drills.

Features include built-in illumination, vacuum chip disposal, automatic-trip side guide, micrometer side guide adjustment, and table scales. A kit which will convert the foot-powered to a hydraulic-powered model is also available.

For information: The Ottawa Manufacturing Corp., Grand Haven, Mich.

Realwood Binding Veneers

The Great Eastern Lumber Co., Inc., has introduced Realwood veneers, a book-binding material, in sheet form. Prefinished with a washable, printable, vinyl coating, the veneers are available in walnut, teak, avodire, camphorwood, zebra-wood, Philippine mahogany, silky oak and others. Sheet size is 3x6 feet.

For information: Great Eastern Lumber Co., Inc., 2315 Broadway, New York 24.

Photo Roll Dispenser

A photographic roll dispenser has been introduced by Theo. Hommel, Inc. The device can handle a single roll of any width up to 24 inches or two or more rolls

side by side provided their total width does not exceed 24 inches. Cutting is done with a gear-driven rotary knife with a five-inch cutting edge.

For information: Theo. Hommel, Inc., Berwyn, Pa.

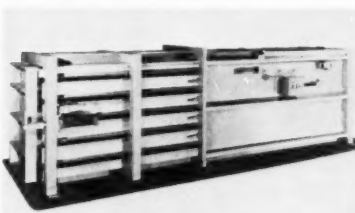
Lake Engineering Baling Press

The Lake Baler, a 72-inch, waste material baling press, has been introduced by the Lake Engineering Co. Designed for printing plants, the press can be installed without a pit or special foundation and stands 50 inches high. The Lake unit will turn out bales measuring 72x42x30 inches.

The feeder-hopper is located 50 inches above the floor and is accessible from any direction. The hopper, which holds 21 cubic feet of waste material, can also be fed by a chute from floors above, by a conveyor belt system, or by a pneumatic conveying system.

By installing proper equipment, the press will operate automatically. Each time the hopper fills with material, the ram will begin the baling cycle. A loud buzzer, signals completion of each bale.

For information: The Lake Engineering Co., 312 Gostlin St., P.O. Box 784, Hammond, Ind.



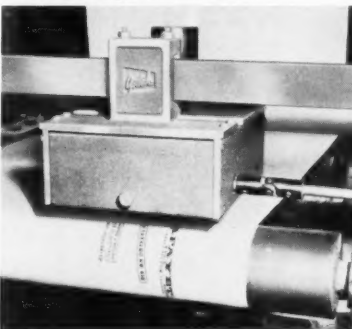
Waste paper, chipboard, or cardboard can be baled by the Lake baling press.

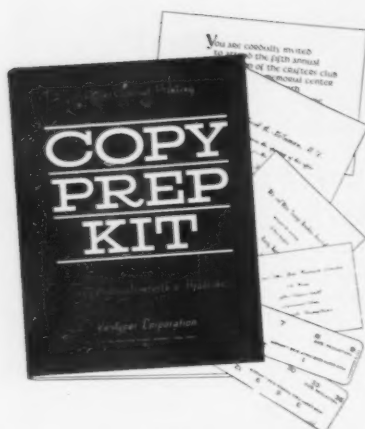
Gottscho Wrapper Printer

Printing of wrappers, including postal indicia, as magazines and catalogs are being wrapped is claimed for the Rolaprinter manufactured by Adolph Gottscho, Inc. The Rolaprinter, a small, flexographic printing unit, can be attached to the wrapping machine. Using a fast drying, fluid ink, the unit operates automatically.

For information: Adolph Gottscho, Inc., Hillside 5, N.J.

The Rolaprinter will print magazine and catalog wrappers during wrapping. Unit is made by Adolph Gottscho, Inc.





Copy-Prep kit contains elements for making invitations, announcements by offset.

Photocomposition Unit From Varityper Corp.

The Headliner display type photocomposition machine, designed to do social printing in small offset shops, has been introduced by the Varityper Corp. The unit has a wide range of type fonts from Wedding Text to Engraved Roman and script styles to Copperplate gothics.

With the type fonts is a kit, which shows the accepted announcement and invitation formats and has a supply of templates for making accurately spaced and centered mechanicals.

For information: The Varityper Corp., 720 Frelinghuysen Ave., Newark 12, N.J.

Reinforcing Rings

The Minnesota Mining and Manufacturing Co., has introduced a tape method for applying reinforcing rings to index holes. Available in tape rolls, the rings can be punched into shape and applied around binder holes by using a semiautomatic machine manufactured by the Olm Co., Minneapolis. The tapes come in a variety of colors, including gold and silver.

For information: Minnesota Mining and Manufacturing Co., 900 Bush Ave., St. Paul 6.

Card Mercantile Type

American Typefounders Co., Inc., has begun casting the Card Mercantile type series after its long absence from the firm's catalog. The face has sharply contrasted thick and thin strokes, slender, flat serifs, and a minimum of shoulder. Card Mercantile is available in cap and figure fonts from 6- to 30-point.

For information: The American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J.

**REDUCE
QUICK P**

Sharply contrasted thick and thin strokes and a minimum of shoulder characterize the Card Mercantile type face, now being cast by American Type Founders Co., Inc., in cap and figure fonts ranging from 6- to 30-point.

Conqueror Paper Folder by Heyer

Heyer Inc., has introduced its automatic electric Conqueror paper folder, which automatically feeds, folds, and counts 110 sheets a minute, and deposits them through a belt delivery into a stack in an adjustable receiver.

It is a heavy-duty folder, designed for volume folding in small printing plants, direct-mail organizations, and letter shops. According to Heyer, one of the advantages of the folder is the fact that a user can automatically feed paper, count the actual number of sheets folded, and be free to do other jobs while the machine is operating. There are only two quick-set fold controls to adjust, which are located at the top of the machine.

Available in a hand-operated model in addition to the automatic model, the paper folder can accommodate a wide variety of papers, and automatically feed and fold sheets from 3x5 to 9x17 inches in size.

For information: Heyer, Inc., 1850 S. Kostner Ave., Chicago 23, Ill.

Automatic electric Conqueror paper folder has been designed for volume folding.



NY&P Lightweight Paper

New York & Pennsylvania Co. has introduced a lightweight letterpress paper, designed to minimize bulk of such printed volumes as dictionaries, Bibles, law books, medical textbooks, etc. Available in weights down to 28", the paper may also be used for advertising stuffers to reduce postage costs.

For information: The New York & Pennsylvania Co., Inc., 425 Park Ave., New York City.

Carbide-Tipped Saw Blade

A carbide-tipped saw blade, designed for varied cutting needs of stereotypers and compositors, has been introduced by North American Products Corp. It features a fine-pitched tooth for rapid, burr-free cutting of thin zincs, magnesium and plastic plates, shell casts, and slugs.

For information: The North American Products Corp., Box 2911, Jasper, Ind.



Model 156 stitcher is one of two units designed by Diddle-Glaser, Inc., for use with the Gather-All collators.

Wire Stitchers Designed For Sheet Collators

Diddle-Glaser, Inc., has introduced two wire stitchers designed for use with the Gather-All sheet and signature collators. Stitchers will receive sets from the collator and place one or two stitches on either the top or side of delivered sets ranging in size from 4x6 inches to 9x14 inches.

The additional length of the conveyor table provides room for hand stitching material to sets being gathered. Two models are available; the 156 with a maximum stitching thickness of 1/4-inch (optional heads are available for thicknesses up to 1/2-inch), and the 157 with a maximum thickness of 3/8-inch.

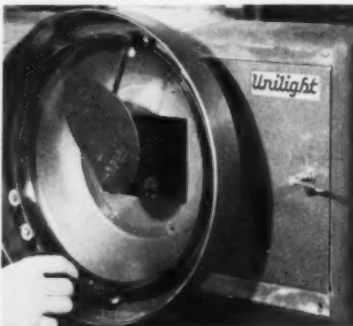
For information: Diddle-Glaser, Inc., Box 608, Emporia, Kans.

Point-Light Equalizer

A point-light equalizer to maintain uniform intensity over an entire copy area has been introduced by the Strong Electric Corp. Known as Unilight, the equalizer is combined with Grafarc printing lamps to print uniform exposure of large copying surfaces at short distances.

For information: Strong Electric Corp., 57 City Park Ave., Toledo 1, Ohio.

Strong Electric Corp. has introduced its point-light equalizer, the Unilight.



Sorba-Sound Pedestals

The Sorba-Sound pedestal for use under the feet of floor machines has been introduced by the Evans Specialty Co. The pedestals are made of hard rubber and feature a sealed air chamber to absorb noise and reduce machine vibration.

For information: The Evans Specialty Co., Box 8128, Richmond 23, Va.

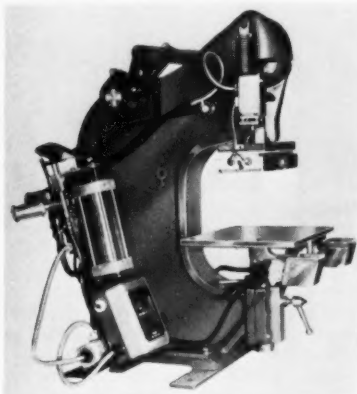
Olsenmark Introduces Line of Power Presses

The Olsenmark Corp. has begun production of a line of power presses designed for such applications as embossing, creasing, heat sealing, swedging, stacking, assembling, etc. Constructed in three pressure ranges, ½-ton, 3½-ton, and 4- to 7-ton, the presses feature square rams for accurate register, long head strokes for setup, and cast iron construction.

Optional items on all units include heating heads, electric dwell timers, power sliding beds, turntable feeds, etc. Hand-lever, direct-piston air-impact, and double-toggle-action air-operated presses are available.

For information: The Olsenmark Corp., 124-132 White St., New York 1.

One of Olsenmark Corp.'s power presses. Units are designed for heat sealing, embossing, creasing, stacking, assembling.



Applicon Dispensers

Avery Adhesive Products, Inc., has announced the formation of Applicon Machines as a division of the parent corporation. Machines which will be immediately available under the Applicon trade name will include pressure-sensitive label dispensers, both manual and electric, and pressure-sensitive label imprinters.

For information: Applicon Machines Division, Avery Adhesive Products, Inc., 21877 Euclid Ave., Cleveland 17.

This electric, double-roll label dispenser is among the line of pressure-sensitive equipment soon to be marketed by the newly formed Applicon division of Avery Adhesive Products, Inc.



Metal Plating Process For Gravure Printing

A selective plating process, developed primarily for the plating industry but having a direct application to gravure printing, has been introduced by Selectrons, Ltd. Through the use of a special power pack, plating styluses, and nontoxic electrolytes, the process permits the deposit of many metals and alloys on various conductive materials. Thicknesses can be precisely controlled and limited to those areas where plate metal is actually needed.

Its application to gravure printing includes repair of scratches, nicks, or dings in copper or chromium-plated cylinders; permanent erasures of etched areas or cells where an error has been made or where printing is not required; correction of tone values on etched cylinders; building up cell walls on areas worn down by long press runs; temporary erasures of etched areas; retouching worn areas on chromium cylinders, and returning sliding surfaces to original condition.

Styluses are available in a number of sizes and shapes for application on flat, concave, or convex surfaces. Power packs are portable.

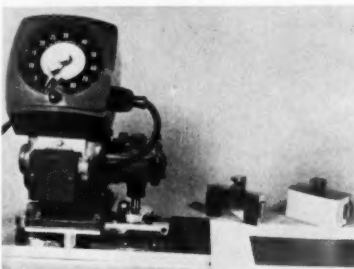
For information: Selectrons, Ltd., 520 Fifth Ave., New York 36.

K-C Improves Two Grades Of Web Offset Paper

Kimberly-Clark Corp. has announced quality improvements for two grades of coated web offset printing paper.

Kimberly web offset enamel and Litho-web coated offset are being manufactured according to a whiter and brighter color standard, and Litho-web has been supplied with a stronger base sheet. Plain and printed gloss of Litho-web also has been improved, the company reported.

For information: The Kimberly-Clark Corp., Neenah, Wis.

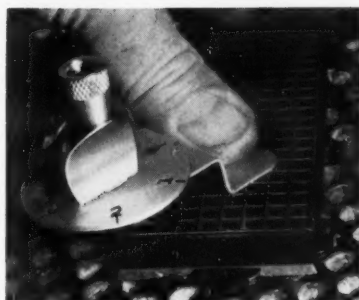


Dry or wet rub, wet bleed, transfer, wet smear, and functional rub tests can be made with the Sutherland Ink Rub Tester.

Ink Rub Tester by TMI

Testing Machines, Inc., has introduced the Sutherland Ink Rub Tester for evaluating the scuffing and/or rubbing resistance of an ink film on paperboard and paper. Dry rub, wet rub, wet bleed, transfer, wet smear, and functional rub tests can be made with the unit. The machine is designed so that the test results are reproducible.

For information: Testing Machines, Inc., 72 Jericho Turnpike, Mineola, N.Y.



The Dial-a-Move device is an integral part of the color register system developed by Alico, Inc.

Method for Correcting Color Register Error

A method for measuring the exact amount of color register error on a printed sheet and moving each plate clamp, hook, or catch the correct amount for proper register has been developed by Alico, Inc. Error can be detected using the Magni-Chec, a hand-held, illuminated magnifier which enlarges by seven times the color subject being viewed.

When the amount of error is figured, the Dial-a-Move key can be employed to correct it. The dial is calibrated with six graduations; one full turn moves the plate 0.060-inch. With the Magni-Chec scale, moves of from 0.010- to 0.180-inch can be made.

For information: Alico, Inc., Montague, Mass.

Electronic Paper Sorter

The Kohler Coating Machinery Corp., has introduced an electronic paper sorter which spots tears, wrinkles, dirt, and other defects in fine printing papers as they are being cut into sheets. When a defective section is found, the sorter moves it to a reject pile. The unit operates at speeds up to 1,000 feet per minute, according to the manufacturer.

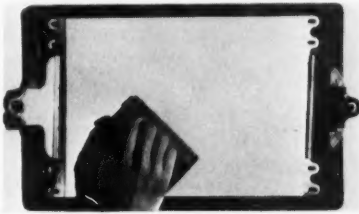
For information: The Kohler Coating Machinery Corp., Greentown, Ohio.

Nonskid Plate Holder

Van Son Holland has introduced a nonskid plate holder with an automatic lock on the clamp enabling easy insertion and removal of the plate. Holder surface is plastic over ⅝-inch hardboard. Constructed 11½x18½ inches, the holder has a foam rubber cushion which will hold it in place on a table top.

For information: The Van Son Holland Ink Corp. of America, 92 Union St., Mineola, N.Y.

Plate holder has foam rubber cushion to secure it to table top as plate is wiped.



FotoRex Model 311 Phototypesetter

The FotoRex Model 311 photographic typesetter has been introduced by the Electro-Rex Corp. of America. Equipped with an automatic developing tank, the unit will set either display headlines or body text in type sizes of from 6- to 72-point. A variety of small art work, monograms, cartoons, and screen effects are also available.

Composition may be prepared quickly for pasteups which can then be reproduced by all printing processes, including electronic stencils for mimeographing, according to the firm.

For information: Electro-Rex Corp. of America, 387 Park Ave., S., New York 16.

Type faces of from 6- to 72-point can be set photographically by FotoRex Model 311 with automatic developing tank.



Hydraulic Multipress

The MAN Multipress, a hydraulic molding unit for newspapers and commercial printers, has been introduced by R. Hoe & Co., Inc., United States distributor. Available in 800-ton and 1,000-ton models, the press is designed to mold mats for ROP color in addition to black and white work. It is built in West Germany.

For information: R. Hoe & Co., Inc., 910 E. 138th St., Bronx, N.Y.

MAN Multipress is a hydraulic unit designed to mold mats for ROP color.



A reading accuracy to 0.002-inch is claimed for the X5 folding, micrometer magnifier by the Ealing Corp.

X5 Micrometer Magnifier

The X5 folding micrometer magnifier has been introduced by the Ealing Corp. The instrument, which includes a graticule, has a field of view of one inch square and a reading accuracy to 0.002-inch, according to the manufacturer.

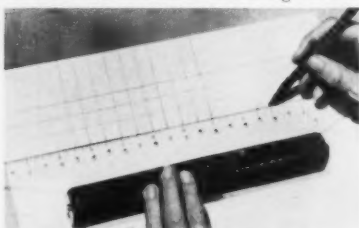
For information: The Ealing Corp., 33 University Rd., Cambridge 38, Mass.

Rol-Ruler Drawing Tool

The Rol-Ruler, which can be used as either a triangle or T-square and eliminates the need for a special layout table, has been developed by Van Son Holland. Calibrated to $\frac{1}{16}$ -inch, Rol-Ruler is useful in drawing parallel lines or in scribing circles up to 22 inches in diameter.

For information: The Van Son Holland Ink Corp. of America, Mineola, N.Y.

Scribing parallel lines, circles is possible with Rol-Ruler versatile drawing device.



North Brite Paperboard

Packaging Corp. of America has introduced North Brite paperboard, made from a homogeneous blend of pulpwoods. In addition to carton use, the product is designed for manufacture of formed food plates and trays. Thicknesses of the new board range from 0.010 to 0.24 inch.

For information: The Packaging Corp. of America, 1632 Chicago Ave., Evanston, Ill.

Space Band Treatment

Parko-plate, a product for the maintenance of space bands in Linotype machines, has been introduced by the Parko

Co., Inc. A single treatment with the material will help space bands resist metal accumulation from a period of two weeks to four months, depending upon use of the machine, the manufacturer claimed.

For information: The Parko Co., Inc., 108 Bissel St., Joliet, Ill.

Harco Laminating Press

An automatic laminating press has been introduced by Harco Industries, Inc. The press will laminate in plastic any type of document up to 11x14 inches; it will handle 1,200 wallet-size cards in one hour, according to the firm.

For information: Harco Industries, Inc., 24 Curtice St., Rochester 5, N.Y.



Plastic laminating press made by Harco.

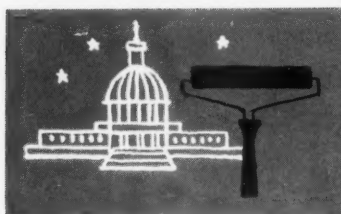
Instant Lettering System

Instant Lettering, a process lettering system designed for charts, displays, graphs, slides, etc., has been introduced by Arthur Brown & Bro., Inc. The product consists of 10x15-inch plastic sheets on which are processed various fonts of letters in opaque black or white. By placing the letters in the desired position and burnishing with the fingernail, they will transfer. No backing, carrying sheet, or cutting is involved.

For information: Arthur Brown & Bro., Inc., 2 W. 46th St., New York 36.

Process lettering can be done without glue or backing sheet with Instant Lettering.





the graphic arts in Washington

Compiled and edited by Hal Allen, Eastern Editor of *Printer and Lithographer*

Postmaster General Asks Increases in Postal Rates

Postmaster General J. Edward Day has asked Congress to raise mail rates some \$741-million to cut a large slice out of the \$894-million postal deficit anticipated for the 1962 fiscal year.

"The Post Office is a public service," he said, "but we must face the fact that mail users should pay directly a more reasonable share of mail delivery costs."

His proposals are about the same as those called for last year. Congress did not act on those proposals, and the prospect for approval this year of the full amount requested is not bright. But printers, especially those operating small plants, should keep a sharp eye on Congress and be sure to have open access to their own Congressional representatives' ears in case grass roots action becomes necessary.

H. R. 6418, introduced by Representative Tom Murray, chairman of the House Post Office and Civil Service Committee, calls for raising first-class rates \$409-million, air mail \$14-million, second-class \$78-million and third-class \$212-million, with \$28-million additional annual revenue coming from other changes and making the total \$741-million.

The Post Office Department plans to ask the Interstate Commerce Commission to approve proposed fourth-class parcel post and catalog rate increases amounting to \$90-million. This, plus the \$741-million boost and \$62.7-million which the department has asked Congress to appropriate as an allowance for public services, would wipe out the \$894-million deficit estimated for the next fiscal year.

New York Employing Printers Association, Direct Mail Advertising Association, and other organizations are opposing any rate increases before the full cost of Post Office special services not related to mail delivery are accurately determined and deducted from the amount charged to mail users.

Senator Olin D. Johnston, chairman of the Senate Post Office and Civil Service Committee, estimates that these services add up to more than half of the postal deficit. He believes that Congress should lift this financial burden from mailers' shoulders by appropriating funds to cover such services. This would be in line with the Postal Act of 1958, which recognized that mail users should not be rate-charged for these expenses.

Congressional approval is required for raising domestic rates, but the Postmaster General is authorized to increase rates for mail sent overseas. This service is said to account for \$18-million of the deficit.

Higher costs for mailing letters and postal cards to foreign countries will become effective on July 1. Mr. Day said that the total increase for air and surface mail would amount to \$16-million. He also announced more uniform rates for parcels to replace the present complex system. There will be no change in rates for mailings to Canada and Mexico or in costs for mailing books and second-class matter mailed by publishers.

Public Printer Announces GPO Personnel Changes

Public Printer James L. Harrison has announced several personnel changes based on merit and designed for improving the Government Printing Office managerial structure.



Frederick W. Baumann, Jr. (left) and Harry D. Merold have new posts at GPO.

Harry D. Merold, who joined GPO in 1930 as a printer's apprentice, was appointed Deputy Public Printer. He formerly served in supervisory positions such as the director of planning service, assistant production manager, and production manager.

Frederick W. Baumann, Jr. was advanced from assistant production manager to planning-production manager with Albert O. Luther as his assistant.

Other promotions include James W. Tew from director of plant planning to assistant planning-production manager for planning; Frank Mortimer from director of typography and design to assistant planning-production manager for typography and design; Arthur O. Daniels from night production manager to night planning-production manager, and Joseph D. Mudd from assistant night production manager to assistant night planning-production manager.

Felix E. Cristofane, controller since 1938, was appointed administrative assistant to the Public Printer, with Eustis E. Morsberger, former assistant planning manager, as special assistant.

Some Rates to Canada Reduced by Post Office

Changes in rates for mailings to Canada will become effective July 1 as the result of a new postal convention continuing good neighbor relations between that country and the United States.

There will be no changes in rates or weight limits for letter mail, post cards, commercial papers or matter for the blind. Rates due for reduction are as follows:

Printed matter. Books, sheet music, and second class matter if mailed by publishers and registered news agents, first two ounces two cents, each additional two ounces one cent. Other printed matter, first two ounces three cents; one and a half cents for each additional ounce up to 16; two cents for each two ounces more than 16. No weight limit changes for any of this printed material.

Samples of merchandise, the first two ounces three cents, each additional ounce one and a half cents, minimum ten cents. Weight limit reduced from 18 to 16 ounces.

Eight-ounce merchandise packages, first two ounces three cents, each additional ounce one and a half cents, minimum 10 cents.

Parcel post rate will stay at 45 cents for over eight ounces to one pound, and 22 cents for each additional pound, but the weight limit will be increased from 15 to 25 pounds.

Insurance service for eight-ounce merchandise packages will not be available. This service will be limited to parcel post.

The maximum indemnity for registered mail will be increased from \$25 to \$100. Registration fees will remain at 50 cents for liability up to \$10 and \$1 for liability up to \$100.

Postmaster General Has Good Will for Direct Mail

Postmaster General J. Edward Day has expressed good will for the direct mail industry.

His predecessor took the position that third-class mail volume should be reduced by raising rates so that mailers would have to be more selective.

The new Postmaster General was asked, at his first press conference, whether he intended to do something about third-class in order to reduce Post Office expenses. His reply was brief and to the point.

"With 5,500,000 people already unemployed we are not going to undertake any program to put people out of work," he said. "Many businesses, particularly small ones, use third-class mail as a promotion medium. These businesses must provide jobs. Third-class mailings are like TV commercials. Some people may wish they were not there, but that is the way business is conducted. There will not be any program to stop third-class mail."

Returns to Stern Co.

Raymond Blattenberger, former U.S. Public Printer, has been reappointed senior vice-president of Edward Stern & Co., Philadelphia. The announcement was made last month by Stern president, Walter G. Arader.

(Concluded from page 61)

New Fluorescent Pigments Used for Letterpress and Offset Inks

a dark ink gave the high visibility colors a more dramatic effect.

"We can't say whether use of fluorescent ink requires a larger amount of ink than usual," O'Bryan said. "However, the difference in the amount of ink used would be very small and would probably be caused by the use of extra rollers and not through any deficiency of the ink itself."

The Chicago Imperial Printing Co., Inc. had at first avoided fluorescent color jobs, according to its president, Oliver Handler. "Our early experiences with high visibility colors showed that after two impressions on finely detailed work the color exhibited a tendency to creep until it finally became illegible."

"We feel the new Lawter fluorescent printing pigments have solved that problem. To date we've produced by offset approximately 100,000 fluorescent color folders—and the production speed for these jobs was the same as if we had been using regular lithographing inks."

Chicago Imperial Printing used a Miehle 29-inch single-color offset press in order to cut drying time to a minimum. "If we had run on a two-color," Handler said, "we'd have hit two wet colors together and I doubt that we would have achieved the same brilliance. Our experiments, before the actual press run, taught us that a second run on top of the dry color would produce maximum brilliance."

"Our main concern was whether the ink would smear after two impressions, as another product had. But it stayed clean even through three impressions. There was no smearing, but we did note a tendency of the ink to pile itself so that it began to overlap."

Figuring on multiple impressions for double color, the fluorescent ink handled exactly as a regular ink would, Handler reported. There was no need for penalty time or drying time—no down-time or extra wash-ups.

For regular printing jobs, Handler recommends two impressions, but says that for a job where maximum color is desired, three impressions will work. "On a three-run job," he said, "it's important to check offsetting and drying time."

"Of course, this also depends on the type of job. For example, if it's to be a folder or brochure, I'd recommend two runs. The color seems to work a little better with the paper, drying time is shorter, and you're less apt to run into mechanical problems in finishing."

Handler reports that if the piece is to be finished mechanically, the folder

rollers tend to smear the color if a third impression has been used. The build-up of color produced by a third impression tends to lay on top of the paper—even when it's dry—and can be smeared by mechanical finishing.

"On the other hand, a job such as window streamers lends itself ideally to three impressions," according to Handler. "Since this sort of job only has to be cut, it won't disturb the color build-up at all."

In its experiments, Chicago Imperial Printing also determined that maximum color density was obtained by using a high-white porous paper, which permits greater ink absorption. "Therefore, we could literally run more ink and, through the thicker film build-up, achieve a greater degree of reflected brilliance. This is another advantage of fluorescence as opposed to regular lithographing inks."

Both Gaw-O'Hara and Chicago Imperial Printing report their introduction of the new fluorescent colors has met with favorable comments among their customers. Both are planning to produce more fluorescent jobs and to continue experiments.

The first to introduce a major fluorescent promotion in the envelope field,

Gaw-O'Hara has included several samples of the new process and a description of "Fluorescence . . . A New Dimension In Color" in its mailing to customers and prospects. O'Bryan reports that customers "have been quick to realize the value of fluorescence in selling a product, since the brilliant colors serve as extra attention-getters."

These new fluorescent inks were brought about with the introduction of a new line of especially fine grade fluorescent printing pigments, recently introduced to ink makers by Lawter Chemicals, Inc., Chicago.

The pigments themselves are of a very fine particle size never before achieved, according to Lawter. This feature gives the pigments the special physical characteristic necessary in formulating fluorescent printing inks that have both better transfer qualities and noncaking properties.

Designated as the HI-VIZ B-2100 Series, the new pigments are available in a wide range of colors. According to Lawter technicians, inkmakers can now offer most types of printing inks in a wide array of high visibility fluorescent colors, claimed by Lawter to be up to four times brighter than conventional inks.

Why and How Printing Ink Can Be a Management Problem

(Concluded from page 60)

the large manufacturer's technical personnel and technical laboratories may be the means of saving money—and saving customers. The inkmaker gives a service that coordinates all of the various factors in the production of good printing. The service is provided at minimum cost.

As one example, Sun Chemical's General Printing Ink Division maintains field service and technical laboratories in addition to its full production facilities at most of more than 40 locations around the country. It has just moved into new enlarged quarters for its Graphic Arts Research Laboratories in Carlstadt, N.J. There a large staff of scientists work full time on new ink development projects: magnetic inks in color, fluorescent inks, new fast-drying inks for the canning industry, new types of ink for flexographic, gravure and offset work.

Printers should be able to obtain these kinds of help from inkmakers:

1. Advice and assistance in planning and ordering an ink inventory specifically suited to the printer's average flow of work. This embraces advice on the appropriate mixes of standard and custom formulations.
2. Follow-up service in helping to keep this inventory up to requirements.
3. Assistance in matching ink to production technicalities.
4. Advice on procedures: questions to ask the customer as to ink tints, order of color lay-down, drying time, special end uses, etc.
5. Shelf life considerations: How long should ink be kept? How may it be renewed? Or used?
6. Additives—advice on retarders, driers, etc. Assistance in determining whether or not any blending should be done at all at the printer's.

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HAROLD B. WILSON
DIRECTOR
ADVERTISING AND SALES PROMOTION

May 1961

ARE YOU INTERESTED IN A WAY
TO GET MORE LETTERHEAD JOBS?

If you could get more customers for new letterheads--with no cost and very little effort on your part--would you do it?

If your answer is "yes", then see your Hammermill Papers salesman now. He has a complete sales kit for you that you can use to get more letterhead and envelope jobs this year.

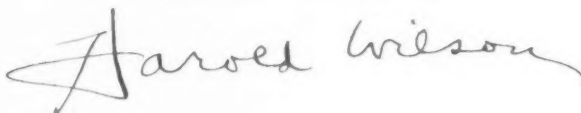
First, this kit will show you what Hammermill is doing with advertising in leading national magazines to get your customers to think of bringing their present letterhead designs up to date.

Second, this kit offers all the things you need to capitalize on this advertising--to make it bring dollars into your shop. There are free mailing circulars to tell customers how you can help them with their letterheads. There are newspaper ads to run in your local newspaper. There is a window and counter display card that will tell every passer-by of your letterhead printing service.

Third, there is a complete sales manual--an 8½ x 11 book on letterhead design--that will make you an expert on the subject. Here are the principles and sample layouts that will fit nearly every customer or situation. Here are ways to make any letterhead look more modern and to make it do a better job--and with type out of your own cases. The book also covers such things as the use of colored ink and paper, the envelope corner card, matched stationery, even the selection of paper.

Here is a sales plan that really works! It can be just as successful and profitable for you as it has for other printers. So...see your Hammermill Papers salesman on his next call for your free kit.

Yours for more orders,



P.S. Would you also like a folder showing how to make attractive letterhead ornaments out of the type, rule and ornaments in your cases? It's included in your kit--illustrated on the back of this insert--and it's free!

Note the clear, clean, bright whiteness of today's Hammermill Bond. This insert printed by offset on substance 20, Bond finish, the most popular paper item for business letterheads.

Ask your Hammermill Papers Salesman
for this Sales Kit today. Use the new book on letter-
head design...ad mats...display card...mailers...sug-
gested ornament ideas...to get new orders. All free.
Help yourself to bigger letterhead job profits in 1961!



Stecher-Traung Lithograph Observing 75th Year

The Stecher-Traung Lithograph Corp., one of the nation's largest and oldest lithographic firms, is observing its 75th anniversary this year, according to Ralph J. Wrenn, president.

Stecher-Traung Lithograph Corp. had its beginning at opposite ends of the country—Rochester, N.Y., and San Francisco. In those two cities, more than 3,000 miles apart, were launched the separate businesses whose growth and progress culminated in establishment of one of the largest and most successful lithographic firms in the world.

The Rochester arm of the business started first—in 1871. In that year, F. A. Stecher, one of the highly skilled lithographic craftsmen of the day, launched the Lithograph and Chromo Co. Fifteen years later—in 1886—the flourishing young firm was reincorporated as the Stecher Lithographic Co. That is the event on which today's Stecher-Traung people predicate the real beginning of their company's accomplishment.

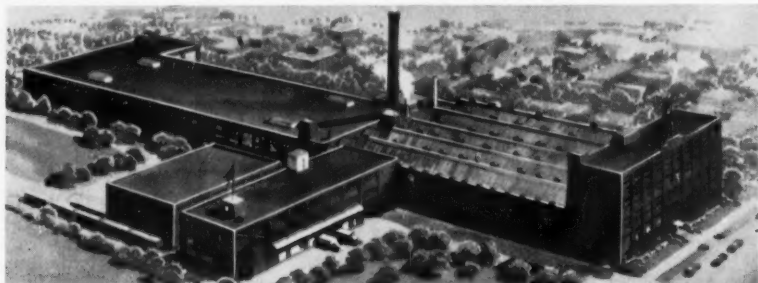
In those early days the firm supplied lithographed products to the booming nursery business which was centered at Rochester. From this type of work it was only a skip and a jump to multicolor seed packets, can labels, and cartons. These soon made up a substantial volume of the firm's business.

The presses in the original Stecher plant on Rochester's St. Paul Street were flatbeds; lithographing was done from stone. Sheet aluminum did not appear until the early 1900's. After that, the advance of the direct lithograph cylinder and the process of lithographing from metal plates was rapid and dramatic. Much of the pioneering and development in this field took place in that first Rochester plant.

While the eastern operation was busy growing, the West was making its contribution, unknowingly, to the future Stecher-Traung Corp. Charles and Louis Traung, identical twin sons of a Swedish sea captain who settled in San Francisco during the height of the Gold Rush, were making their own start in the world of lithography.

In 1911 they seized an opportunity to buy a debt-ridden lithographic institution, the Pinegree-Brengel plant in San Francisco, and worked it into a highly success-

The Stecher-Traung plant in Rochester, N.Y., was originally opened in the year 1871 and served the printing needs of the area's nursery business. At that time, lithographing was done on stone.



The Western Division headquarters in San Francisco houses the largest lithographing plant west of Chicago. Equipment includes four-color web perfecting press, four- and five-color sheet-fed units.

ful operation. In a few short years, the firm, now bearing the Traung name, was declaring dividends to its stockholders.

In 1919 the Traungs purchased the Tucker-Hanford Co. of Seattle, adding its equipment and personnel to those of the Traung Label and Lithograph Co. of San Francisco.

Charles and Louis Traung were creative pioneers in their industry. Not content with contributing vitally to the development of the two-color offset lithographic press, they gave their courage, foresight, and ingenuity to the creation of the first four-color offset press ever built. This high-speed machine brought tremendous changes to the industry and to the entire lithographic process. The enterprising twins went on to develop the world's first high-speed, direct-connected bronzer—a machine which applies metallic powders to paper or paper board—and many other innovations in equipment and methods.

As suppliers of labels to the rapidly expanding canning trade, and case-end labels to the fresh fruit and vegetable growers of the Pacific Coast, the Traung Label and Lithograph Co. bounded ahead.



Howard E. Rowles



W. Bayard McCoy



Ralph J. Wrenn



Leo P. Blank

In 1927 the firm moved into a new plant at Pacific and Battery Streets. Modernized and enlarged in 1937, this was to become the corporation's Western Division headquarters of today—housing the largest lithographic plant west of Chicago.

The Traungs soon began to expand. By the early 1930's, they had branched out all over the Pacific Coast and as far east as Rochester. There the paths of Stecher and the Traungs finally crossed! The two firms merged on Jan. 1, 1933, becoming the Stecher-Traung Lithograph Corp.

Technological progress, physical expansion, and business growth have always been keynotes of the company's development. In the past decade alone, more than \$6-million have been put into additional property and equipment. Of this, over \$2-million in new equipment—principally large presses—have been added in the last two years, including new four-color presses for both the San Francisco and Rochester plants and a four-color perfecting web press for San Francisco.

Such formidable equipment—enhanced, in 1960, by another huge four-color press in each plant—have made Stecher-Traung the operators of some of the world's largest presses.

The San Francisco plant now houses more offset equipment than any plant in the western United States. Included are six four- and five-color sheet-fed presses ranging in sheet size from 42x59 inches to 54x77 inches. A roll-fed, four-color, perfecting web press—capable of printing eight colors—one of the world's largest, completes Stecher-Traung's western battery of multicolor machines.

In smaller equipment, the plant has three two-color and two one-color presses ranging from 23x31 inches to 54x77 inches, and a bronzer.

The photographic department includes three separation cameras to accommodate every possible requirement. Its platemak-

(Concluded on page 143)



Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

PIA Directors Meet in Arizona

The board of directors of Printing Industry of America, Inc., at its April 7 meeting in Chandler, Ariz., considered numerous proposals for improvements and expansion in its member service and public relations program. Some of the highlights of subjects discussed and actions taken follow:

Endorsement of a plan presented by PIA President Francis Ehrenberg for an expanded public relations program.

Endorsement of the new Advanced Management Development Program June 5-16 at Western Reserve University in Cleveland.

Approval of a new sales development program to provide modern tools and techniques for printing salesmen.

Approval of expansion of the Trade Binders Section by establishment of a new loose leaf division.

Authorization to publish a printing industry manual for orientation purposes.

The board agreed to take formal action at the annual convention in October on modifications in the dues structure and proposed changes in classification of members.

Funds were appropriated to strengthen the PIA Management Services Program.

The board authorized the 1961 budget of \$340,000 and established a task force to bring back recommendations for the operation of a PIA manpower committee.

Board members reviewed a report of a special study by Horace Hart, director of the Printing and Publishing Industries Division of the Department of Commerce, which revealed the standing of the printing industry in states by productivity and various manpower rating classifications.

The directors approved the general plan for PIA's Diamond Jubilee Convention in Pittsburgh, Oct. 9-14, and authorized the establishment of a committee to investigate the application of PIA services to small printing companies and plans for a session especially for small printers at the 1961 convention.

GBC Expands in New York

General Binding Corp., Northbrook, Ill., has moved its New York City sales offices into larger quarters at 373 Park Ave., S., and is currently doubling the size of its New York sales force. Eastern regional sales manager is Kevin Ferguson.

Research, Engineering Council's Conference Scheduled May 22-24

The 11th annual conference sponsored by the Research and Engineering Council of the Graphic Arts Industry will be held May 22-24 at the Fort Des Moines Hotel, Des Moines, Iowa.

How research results reduce printing production costs will be told by Alan J. Horton of Minnesota Mining and Manufacturing Co. Avenues to cost reduction is the topic assigned to C. M. Flint of Chas. T. Main, Inc. Also timed for the first day is a panel discussion of composition with W. C. Hagan of Kingsport Press, Inc. serving as moderator.

George H. Harper of Maclean-Hunter Publishing Co. Ltd., Toronto, will review plant experience in using the Fairchild Teletypesetter. Tape operating experience with the Intertype Monarch machine is to be reported by Richard Rooney of the Western Printing and Lithographing Co. William Lindsay of the Louisville (Ky.) *Courier-Journal* and *Times* will review the use of Photon's Cleantape machine for composition.



Guided by C. L. Jewett (l.), president, and Robert E. Rossell, managing director, the 11th annual conference of the Research and Engineering Council of the Graphic Arts Industry will be held May 22-24.

Cold type composition will be discussed by Richard O'Brien, Graphco, Inc., for the Fotosetter; Josephy Kuney of American Chemical Society, for the Photon, and Louis Bowen, Superior Type, Inc., for the Linofilm system.

Panel treatment of case studies is scheduled for the second morning. Moderators will be Dr. William C. Walker of the West Virginia Pulp and Paper Co. and William E. Ward of Baird-Ward Printing Co., Inc. They are cochairmen of the council's committee on printing. Subjects and speakers will be:

Changing to web offset—Charles Cook of the Haynes Lithograph Co.; the Dahlgren dampening system and its effect on paper waste—Michael Evans of the Veritone Corp.; the paper parchment dampening system and its effect on paper waste—Fred Wildeman of the Democrat Printing Co.; in-plant sheeting (large plant)—Paul Lyle of the Western Printing and Lithographing Co.; in-plant sheeting (specialty printer)—W. L. Carlile of W. G. Gage Ltd.; roll feed of sheet-fed presses—E. J. Triebe of Kingsport Press, Inc.; pressroom dust control—David W. Lewis of Chas. T. Main Co. and chairman of the council

committee on engineering and materials handling.

Second afternoon program following the annual business meeting calls for a panel discussion of plates. William J. Mariner of the Case-Hoyt Corp. and cochairman of the council committee on photo-mechanics and platemaking will serve as moderator. Production experience with Dycril plates will be described by Hal T. Benham of the Benham Press, with wrap-around plates by C. J. Merrick of the Fetter Printing Co., and electronic controls for reducing press makeready by Sydney Dingle of the Meredith Publishing Co.

Another panel is planned for a review of bindery production experience. Louis Hamlin will review Midwest Printing Co. continuous-line production of short- and medium-run periodicals. Application of perfect binding techniques to short- and medium-run books and periodicals is also due for review. Discussion leaders will be council committee on binding and finishing cochairmen John C. McCahon of the Smyth Manufacturing Co. and John B. Munnikhuysen of Waverly Press, Inc.

The third day is set aside for touring plants, including Meredith Publishing Co. Meredith executives will host the visiting group at a luncheon. An afternoon tour of the commercial printing division of the *Des Moines Register* and *Tribune* is planned.

IGAEE Conference Opens July 30

The 36th Annual Printing Education Conference, sponsored by the International Graphic Arts Education Association, is dated for July 30-Aug. 4 at the Ferris Institute in Big Rapids, Mich. Donald H. Shreve, coordinator of the institute's printing department, is program chairman.

Technical education for the printing industry is the conference theme. College, vocational school, and technical institute programs preparing students for administrative, production and engineering positions are due for review. New courses in mathematics, physics, and chemistry will be described. Conferees will hear a report on programs offered by technical colleges in England.

Curriculum development committees will meet to complete revision of IGAEE's 1956 report, "Suggested Outline Courses of Study in Graphic Arts." One afternoon will be set aside for reviewing Ferris Institute's visual reproduction technician's course, which includes microfilming, photography, photocopying, xerographic-electrostatic copying, and blueprint and diazo reproduction techniques.

Distributor for Standard

The Sabec-Nelson Paper Co., Berkeley, Calif., has been appointed franchised merchant for business and printing papers produced by the pulp and paper division of Standard Packaging Corp.



the number 1 in label papers



number one of its kind

stores flat, prints flat, stays flat . . . those are the virtues printers find in Ludlow's Eleet dot gummed Label Paper. The secret is in the dot gumming, which permits both sides of the paper to expand or contract at the same rate, regardless of variations in humidity. No curling or premature sticking.

Eleet dot-gummed Label Paper sticks to any surface that conventional label papers adhere to, adapts to many label jobs, lets you reduce the number of types of label sheets you stock. A free sample booklet is available. Write Dept. IA-51 for it today.

LUDLOW PAPERS • Ware, Massachusetts
A Division of Ludlow Corporation

Ludlow produces a complete line of conventional and pressure-sensitive label papers, Relyon Reproduction Paper and other specialty papers.



New officers of the Web Offset Section of Printing Industry of America were elected at the annual meeting in Chicago last month. From left are Paul Lyle, Western Printing and Lithographing Co., Racine, Wis., president; Richard V. Dunbar, Inland-Magill Weinsheimer, Chicago, secretary; Fred Best, Canadian Printing & Lithographing Co., Ltd., Montreal, and John C. Wurst, Henry Wurst, Inc., Kansas City, Mo., vice-president.

Record Crowd at PIA Web Offset Section Convention Elects Paul Lyle President

More than 575 enthusiasts of the web offset process attended the annual meeting of the Web Offset Section of Printing Industry of America at the Edgewater Beach Hotel in Chicago, April 19-21. George C. Mattson, managing director of the section, said this was by far the largest number that had ever attended a meeting of the organization.

Paul Lyle, executive vice-president of the Western Printing and Lithographing Co., Racine, Wis., was elected president of the section. He succeeds James N. Johnson, Standard Publishing Co., Cincinnati, Ohio, who had served in the top post for three years.

John C. Wurst of Henry Wurst, Inc., Kansas City, Mo., was named vice-president. Richard V. Dunbar, Inland-Magill Weinsheimer Corp., Chicago, is the new secretary, and Fred Best, Canadian Printing and Lithographing Co., Ltd., Montreal, was named treasurer.

The 1962 meeting will be held May 2-4 at the Netherlands Hilton Hotel in Cincinnati, Ohio.

The annual meeting opened Wednesday, April 19, with a luncheon, which was followed by a business meeting. Mr. Johnson presented his report as the retiring president, officers were elected, and various section business was transacted.

Mr. Johnson was chairman of the first general session at which Emil G. Stanley, president and publisher of the Stanley Publishing Co., Chicago, described how he shifted all of his company's publications from letterpress to web offset by means of Ludlow's Brighttype method.

The second general session of the day saw Edward Blank, director of production management and new developments for the New York Employing Printers Association, New York City, as chairman.

A panel discussion of "Products by Web Offset" included the following subjects and speakers:

Tabloids and Weekly Newspapers—Clifford H. Frazier, vice-president of Lloyd Hollister, Inc., Wilmette, Ill.

Books and Encyclopedias—Merlin H. Kirby, plant manager of Rand McNally & Co., Skokie, Ill.

Daily Newspapers—William C. Lindquist, general manager of the *Middletown (N.Y.) Times Herald Record*.

Advertising Literature, Brochures, Catalogs—Charles A. Morton, vice-president of Alden Press, Chicago.

Hyman Safran (left) of Safran Printing Co., Detroit, was honored at dinner given by Web Offset Section. James Johnson, retiring president, presented plaque to him for service to the web offset industry.



Magazines—Thomas Taylor, the superintendent of the offset pressroom at McCall Corp., Dayton, Ohio.

At a dinner meeting chaired by Hyman Safran of the Safran Printing Co., Detroit, Mich., Charles Latimer of Purnell & Sons, Ltd., Buckinghamshire, England, spoke on "Web Offset Europa." A plaque was presented to Mr. Safran in appreciation of his services to the web offset industry.

Thursday's general session was an all-day affair interrupted only by luncheon and was chaired by John Wurst of Kansas City. Entitled "Web Offset Technical and Mechanical Problems," the panel included the following:

Charles H. Borchers of the Lithographic Technical Foundation's Research Laboratory in Chicago, substituting for Michael Bruno, LTF's research director, who was ill.

Michael Evans, plant engineer for the Veritone Corp., Melrose Park, Ill.

John S. Hodes, sales engineer, Webcrafters, Inc., Madison, Wis.

Frank Petersen, offset superintendent, Standard Publishing Co., Cincinnati.

Thomas Stephens, web offset superintendent, Phillips-Van Orden Co. of San Francisco.

William T. Stevenson, vice-president of Stephenson Photo Color Co., Cincinnati.

Paul Lyle was chairman of the final general session of the convention on Friday morning. A "Report on the Development and Status of the LTF Web Offset Research Program" by Michael Bruno was presented by Charles H. Borchers.

Charles Shapiro, education director of the Lithographic Technical Foundation, New York City, presented a talk on "How to Adequately Train Web Offset Press Crews." A question-and-answer period followed.

Old and new officers of the Web Offset Section and members of the executive committee met during the afternoon.

Southwest Litho Clinic June 16-18 in Dallas

The Southwest Litho Clinic, sponsored jointly by the Dallas and Houston Litho Clubs, will be held at the Adolphus Hotel in Dallas June 16-18. Using a three-ring circus theme, the clinic will attempt to present all elements related to offset lithography. Each ring will dramatize certain production phases.

The preparation ring will highlight job creation, art, layout, composition, camera techniques, stripping, and platemaking; small, large, rotary, and multicolor presses will be featured in the printing ring; and the production-technique ring will deal with planning, purchasing, quality control, and costs.

Form New Paper Mill

International Paper Co. and Lily-Tulip Corp. have formed Red River Paper Mills, Inc. as a jointly-owned company for producing paperboard on a machine purchased from International along with a plant site near International's mill in Springhill, La. Red River will use International slush pulp for producing tag, file folder, index bristol, folding carton, paper cup, food, milk and frozen food container board grades.



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TAGA to Hold Annual Meeting June 12-14 in Columbus, Ohio

The Technical Association of the Graphic Arts will hold its 13th annual meeting June 12-14 at the Deshler-Hilton Hotel in Columbus, Ohio. Fourteen speakers will review up-to-date printing technological developments.



Dr. W. C. Walker



Warren L. Rhodes



William T. Reid



Dr. C. A. Horton

Technical papers will cover such subjects as electrostatic printing processes by L. E. Walkup and J. J. Rheinfrank, novel chemistry in the graphic arts by J. Bulloff, and principles of parallax autostereopsis (three-dimensional) printing by James Dugan. All four authors are from Battelle Memorial Institute in Columbus.

The publicity committee cochairman J. Homer Winkler of Battelle has announced that E. J. Pritchard of Great Britain's Printing, Publishing and Allied Trades Research Association will discuss evaluation of second impression set-off. Eastman Kodak's F. R. Clapper, D. J. Howe, R. E. Maurer, J. A. C. Yule, and F. C. Meyer will present papers dealing with empirical determination of halftone color reproduction requirements, analysis of crossline screen optics, electrostatic map reproduction methods, and estimation of exposure and development time required for continuous-tone graphic arts films and plates.

Two luncheons will be served, but in shop-talk style without formal speeches. Tables, not numbered, will carry signs such as color separation, print quality, ink drying, and electrostatic methods. Each registrant will head for the table where the subject for discussion is of special interest to him.

On June 14 a symposium program will be started by keynote speaker Donald R. Cone, research program coordinator at Stanford Research Institute. Speakers on

the program will be J. Kenneth Moore, department manager of digital systems, CBS Laboratories; K. Morgan, manager of the printer branch of the Stromberg-Carlson Division, General Dynamics, and J. J. Stone, manager of the electronics research

and engineering department of the A. B. Dick Co.

A cocktail party is being arranged for early registrants on the evening of June 11, and a dinner with guest speaker Karl Hess, director of information services for Champion Fibre and Paper Co., Hamilton, Ohio, is timed for the next day. Tours are planned for Battelle Memorial Institute laboratories and nuclear research center.

TAGA officers are William C. Walker of West Virginia Pulp & Paper Co., president; Warren L. Rhodes of Rochester (N.Y.) Institute of Technology, first vice-president; William T. Reid of Battelle Memorial Institute, second vice-president, and Cyril A. Horton of Eastman Kodak Co., secretary-treasurer.

TV Film Will Mark 75th Anniversary of Linotype

This year marks the 75th anniversary of the time when Ottmar Mergenthaler invented the Linotype.

When Thomas A. Edison first saw the machine he called it the eighth wonder of the world. That's why a special film, produced for Mergenthaler Linotype Co. and

due for television showing in 29 cities, is entitled "The Eighth Wonder."

"We feel certain," said J. A. Keller, president, "that the Linotype story will be of great interest to all who are associated with printing and typesetting. New graphic techniques were used for re-creating original scenes and for dramatic portrayal of events leading to the Linotype machine's invention."

Graphic artisans will be notified by mail when the film is scheduled to be featured on the "Pulsebeat" television series.

An expanded color version has been prepared for screening at meetings of trade groups, graphic arts organizations, and schools.

Gravure Group Will Stage Workshops

The Gravure Technical Association is staging a series of one-day workshops for member company representatives and their guests. Walter Haas of Acme Gravure Service is chairman of a Chicago session dated for May 20 at Sherman Hotel.

Industry personnel will serve as panelmen. Much of the information imparted will be based on results of the GTA cylinder life committee's extensive study of cylinder wear and related data. Also due for panel and general discussion are ink fundamentals and adjustments, inspection of cylinder at press side, chrome finish, preparation of cylinders for storage, simple repairs that can be made in pressrooms, and preparation and care of doctor blades.

Reed Named to St. Regis Manufacturing Position

St. Regis Paper Co. has appointed Dr. R. W. Reed as assistant manager of manufacturing of its printing paper division. In this position, he is responsible for the operation of the printing paper mills.

The firm also announced that the functions of technical service to customers, quality control, and mill sales-service for the printing paper division have been transferred from the technical division to the printing paper division. Harvey E. Sweetland becomes manager of customer services of the printing paper division.

GAAW Schedules March Of Progress for Nov. 9-11

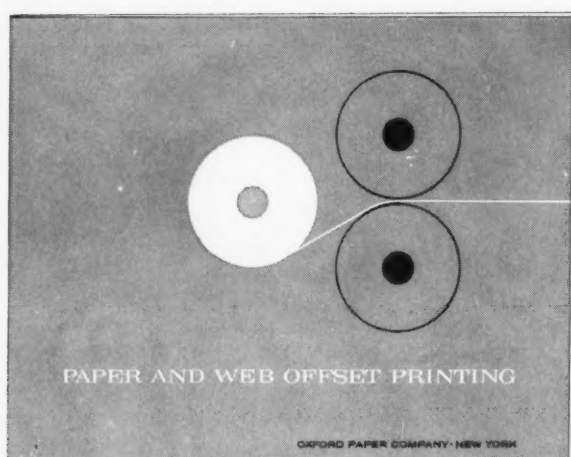
The Graphic Arts March of Progress, sponsored by the Graphic Arts Association of Wisconsin, will be held Nov. 9-11 at the Milwaukee auditorium. Celebrating the GAAW's 75th anniversary, the three-day program will feature an equipment and materials exhibit; management conference; lithography, letterpress, and art work clinics, and an anniversary banquet.

A total of 169 booths will be available for exhibitors. For exhibit information and applications, graphic arts firms may write to the association at 704 Wisconsin Ave., Milwaukee 3.

Several graphic arts groups were represented at an informal meeting in New York City to discuss coordination of educational, training, and public relations programs in the industry. From left are Herbert Morse, public relations director, Lithographers and Printers National Association; William Braasch, training director, American Newspaper Publishers Association; Charles Shapiro, educational director, Lithographic Technical Foundation; Samuel M. Burt, managing director of the Education Council of the Graphic Arts Industry; Eugene Gardner, information service manager, ANPA, and Theodore H. Davis, public relations director for the American Paper & Pulp Association.



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Graphic Arts Association Executives to Meet June 2-3

The Graphic Arts Association Executives will hold their spring meeting June 2-3 at the Chase-Park Plaza Hotel in St. Louis, following a board meeting on the evening of June 1.

A panel discussion will be the first event of the meeting after a welcoming address by Donald P. Nies, president of the Graphic Arts Association of St. Louis. Subject of the discussion will be "What's the Best Time for a Meeting?"

"Machine accounting as a tool of the trade association" will be the topic of a talk by David F. Bacon, executive secretary of the Printing Industry of Nashville, Inc. At the first-day luncheon two speakers will debate the pros and cons of association executives fraternizing with their members.

An afternoon panel session on June 2 will take up the subject "The Association and the Federal Government." On the panel will be an association attorney, a representative of the Internal Revenue Service, and a member of the Justice Department. A GAAE business session will be the last meeting of the day.

The June 3 program will open with a two-minute report from each registrant on the most important service rendered by his association. Following the reports, round table discussions will give mem-

bers an opportunity to question each other and discuss ways in which the most important services were developed. This will be the last general session of the meeting, although the directors will gather that afternoon. William H. Gary, GAAE president and managing director, Printing Industry of the Twin Cities (Minneapolis-St. Paul), will preside at the both scheduled board meetings.

Mail Council's Program Opposes Postal Rate Hike

The National Council on Business Mail, Inc. outlined a 19-point program of action regarding postal regulations and legislation. It calls for better, faster service particularly for third-class mail and opposes increases in rates. It also pledges cooperation with the Post Office Department on standardizing the dimensions of mailing pieces and in encouraging the use of delivery zones. The council also pledges to cooperate with and encourage the Post Office in improving efficiency, simplifying records, and reducing costs of COD and other special services.

The 19-point program was developed at the 35th annual meeting of the council held March 23 at the Palmer House in Chicago. Oscar E. Palmquist of Chicago's

Buckley-Dement Advertising Corp. presided at the meeting which was attended by 35 members in person and 75 by proxy.

The council reviewed its past year's activity, considered pending postal legislation, and heard a report by Executive Vice-President S. F. Kirby about his discussions in Washington with postal officials and congressmen regarding pending legislation. It then worked out its program for the coming year.

Typographer Howard N. King Speaks at Creighton

Howard N. King, typographer, book designer, and lecturer, was featured at the recent Typography & Design Workshop held at Creighton University in Omaha, Neb. A typographic consultant for the Harris-Intertype Corp. for the past 15 years, Mr. King is also president of the Maple Press Co., York, Pa., book manufacturers. He has written a variety of articles on printing and the use of type.

The Creighton program covered traditional approaches to typography and design, an analysis of publications submitted to Mr. King, and the use of type faces.

Arvey Acquires Two Firms

Acquisition of the Central Tag Co. of Chicago and Shumate Business Forms Co., Lebanon, Ind., by the Arvey Corp. of Chicago, has been announced by Robert S. Hartman, Arvey president. Key personnel of both acquired firms have been retained in their current capacities.

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NPTA Delegates Discuss Ways to Boost Paper Sales

More than 3,000 merchants and millmen with their sights set on increasing sales 3% annually during the next three years met at the National Paper Trade Association's 58th annual convention March 26-29 at New York's Waldorf-Astoria Hotel.

How merchants could gear operations for wholesaling larger volume with better profit was the theme for speakers and workshop sessions.

Floyd H. Blackman, president, quoted figures showing the need for improving profits. Wholesale volume last year rose to a new high of \$3,142,004,000. Printing paper sales, \$1,472,829,000, were 3.92% above the 1959 figure, but distributors' profits averaged only 1.49% of sales. Industrial paper sales increased 0.61% to \$1,669,175,000. Profit percentages were 0.94 for industrial paper distributors and 1.40 for firms handling industrial and printing papers.

Mr. Blackman forecast highly competitive conditions during the next three years. "The challenge we face," he said, "is to compete intelligently by operating at the highest possible level of efficiency and goodwill, by selling skillfully, and by having sound policies to guide every business decision."

William F. Obear, president of Tobey Fine Papers, Inc., St. Louis, was advanced from vice-president for printing papers to president. He succeeds Mr. Blackman, who is vice-president of Stone & Forsyth Co., Cambridge, Mass.

Rolland R. Whiteman, executive vice-president of Blake, Moffitt & Towne, San Francisco, was elected vice-president for printing papers. Gardiner Young, president of Bancroft Paper Co., Monroe, La., continues as vice-president for industrial papers. Charles E. Canfield, president of Canfield Paper Co., New York City, was reelected treasurer.

Past presidents were honored at a breakfast on the first day. Luncheon guest speaker telling why America must conquer space was Dr. Wernher von Braun, missile expert and director of the George C. Marshall Flight Center. Two sessions giving printing and industrial paper merchants an inside look at the association's annual survey of operational results were conducted by William P. Colgan, research director.

Second day events included divisional meetings. Speakers at the printing paper session, chaired by Mr. Obear, were Max Clampitt, president of Clampitt Paper Co., Dallas; Charles E. Canfield of Canfield Paper Co., and Courtney H. Reeves, president of Carter Rice Storrs & Bement, Inc., Boston.

"Paper Plus Equals Profit" was Mr. Clampitt's subject. He told how merchants could increase profits during rising-cost periods.

Mr. Canfield, stressing the need for merchants to work together for expanding printing paper markets, announced that the association's second Imagineering Contest for stimulating sales by uncovering new printing ideas would be launched on May 1. Mr. Reeves suggested solutions for some of the problems facing merchants.

Gardiner Young was chairman of the Industrial Paper Division meeting. Ralph Schnitzer, Sr., president of the Magnolia Paper Co., Houston, moderated a discussion of warehouse and office procedures, finance, and sales today and tomorrow.



F. H. Blackman



William F. Obear



C. E. Canfield



O. Glenn Leach



R. R. Whiteman



Gardiner Young

row. Serving as panelists were Gordon W. Sawyer, president of Sawyer Paper Co., Neenah, Wis.; Herbert C. Altholz, president of Inland-Steindler Paper Co., Chicago, and Edmund F. Beuter, operations department manager of Zellerbach Paper Co., San Francisco.

Workshops for members of both divisions were conducted in round-table style, with a chairman selected for each group. Mill representatives were invited to participate. Reports from table chairmen were summarized at a later session. Robert L. McCormick, Sr., executive vice-president, Oklahoma Paper Co., presided during the industrial paper session.

Printing paper workshop chairman was Courtney H. Reeves, president, Carter Rice Storrs & Bement, Inc., Boston. Hamilton Vose, Jr., president, Berkshire Papers, Inc., Chicago, led discussion of web printing. Interest was so widespread that a larger room had to be provided.

Mr. Vose reviewed NPTA's first Web Printing Training Institute held Feb. 27-March 4 in Chicago. This seminar was set up by the web printing training committee to give merchants an opportunity to learn more about web presses and their use of roll paper. Men who took the course became specialists qualified to instruct other members of their sales forces. Some 50 applications for registration were received. Since the first course had to be limited to 31, NPTA will time a second institute for May or June in Chicago.

Frank P. Leslie, Jr., vice-president, John Leslie Paper Co., Minneapolis, led discussion of the MM plan for figuring paper quantities. Ernest F. Trotter, editor of *Printing Magazine*, explained the plan.

Sales management was the topic assigned to Leonard B. Schlosser, executive vice-president, Lindenmyer Paper Corp., New York City. Clifford L. Van Derbogart, president and chairman, Alling & Cory Co., Rochester, N.Y., conducted round-

table discussion of claims and complaints handling.

Reports from the board of directors and O. Glenn Leach, executive secretary, were presented during the annual business meeting. Mr. Colgan gave a preliminary report on the 1960 merchant survey.

Lawrence Witte, public relations director, told "what the paper explosion means" when he addressed the Paper Makers Advertising Association. To manufacturers, he said, it means expanding plants and additional employees for ever-increasing production. For merchants it means stepping up promotion and merchandising operations to sell large volume. The speaker detailed what NPTA is doing to strengthen merchant operations.

The new Paper Distribution Council, 12 mill executives appointed by the American Paper and Pulp Association and 12 merchant executives named by NPTA, was said to be independent of both organizations. Under its own by-laws the council meets twice yearly to discuss distribution problems.

"Mill executives hear merchants outline specific difficulties," said Mr. Witte. "No joint action can or should be taken by the mills. The main thing is that they become increasingly aware of the merchants' position. This gives them the opportunity to do something constructive as a result of exposure to merchants' problems on an organized basis. NPTA has announced and will establish well-considered policies when occasional ill-conceived programs clearly make merchant service functions less effective."


Russell W. Hollingsworth of Riegel Paper Corp. was reelected president of the Paper Makers Advertising Association. Arnold T. Wiggins of Old Colony Envelope Co., was elected Eastern vice-president. Continuing officers are Ted C. Guenther of Northwest Paper Co., Western vice-president; Tad R. Meyer of Nekoosa-Edwards Paper Co., treasurer; Thomas A. Henry of the United States Envelope Co., secretary.

Waterproof Paper Manufacturers Association's new president is Robert W. Hancock of Albemarle Paper Manufacturing Co. John M. LeBolt of Cromwell Paper Co., was elected vice-president.





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in Printer and Lithographer

June, moon, croon. They all rhyme, but the special features offered in *June Printer and Lithographer* will be in tune with your business today. Look for articles on letterpress, typography, type faces, ideas in layout, a host of others.

Just what is the status of letterpress today—and what of its future? This article will tell you.

What kind of research is going on in connection with letterpresses and plates for them? Here's a current report.

A special report on Dycril photopolymer plates for letterpress equipment will fully inform you on this engraving process.

Where are the current trends in typography and type faces leading the printing industry? This report is revealing.

A lithographic firm should have a well organized training plan and should supervise employees from apprentice to top management. C. W. Latham tells why.

Just what does the production department expect from the sales department? This top-notch production manager will tell you what he expects and what you should expect, too.

One printing salesman has a corner in his home called "Inspiration Point," where he dreams up ways to help his customers. John Trytten tells the story in his series.

How would you solve problems in labor relations? Don't miss the new illustrated series that will help you with your own situations.

Then there are 20 departments, all loaded with good ideas.



Two visitors to the Mead Papers, Inc., Library of Ideas in New York City examine the internal and external company publications placed on view. Printed by letterpress, offset, and other processes, the corporate publications will be taken to Chicago, May 5-June 14, for display at Mead's Library of Ideas, Room 3422, 20 N. Wacker Dr.

Mead Stages Corporate Magazine Exhibition

Mead Papers, Inc. staged a house magazine exhibition last month at its Library of Ideas in New York City. Examples of company internal and external publications, printed by letterpress, offset, and other processes on paper of all kinds, were on public view. The display is due for showing from May 5 through June 14 at the company's Chicago Library of Ideas, Room 3422, 20 N. Wacker Dr.

Mead hails house magazine publishing as an industry spending more than \$1-billion annually for producing more than 12,000 periodicals. Circulation has grown to 160-million during the past 20 years.

"Some giant corporations publish more than 30 magazines every year," according to Mead's Dwight Rockwell, Jr. "Many are slick-magazine type editions outshining some of the finest consumer publications. Printers, typographers, and other graphic artisans can benefit from this business. It is a constant source for new customers."

Carpenter Paper Co. Acquired by Champion

Champion Paper and Fibre Co. of Hamilton, Ohio, has acquired the Carpenter Paper Co. of Omaha, Neb., a paper distribution firm, as a wholly owned subsidiary.

According to the agreement consummated recently in Chicago, Champion will exchange 1,290,770 shares of common stock for the business and assets of the Carpenter firm. The new subsidiary will distribute both Champion papers and products of other companies as it has in the past. Carpenter has sales outlets and

warehouses in 26 Midwestern and western states.

Kenneth C. Holland, Carpenter president, will continue in that position. He was also elected a vice-president of Champion at a special meeting of the board of directors. Karl R. Bendetsen is president of Champion.

ALCOA Plans to Re-Enter Printed Foil Field

Aluminum Co. of America will reenter the printed aluminum foil field late this year.

L. P. Favorite, vice-president for product sales, announced that Alcoa foil will be printed by R. R. Donnelley & Sons Co., Chicago, now constructing a facility designed for this purpose.

"Our objectives," he said, "are to produce printed foils of highest quality, and to broaden the market by developing new applications and sales opportunities. We believe we can stimulate some new and dynamic selling which will benefit the entire industry by extending foil uses far beyond their present volume."

Sales of Alcoa's new product will be handled through a new printed foils division managed by J. Robert Roney, former laminated foil sales manager.

The company is forming an art department to supply graphic design for itself and its customers.

New Converting Firm

Formation of Wachusett Converters, Inc. with a gravure and flexographic printing plant at 120 Water St., Leominster, Mass., has been announced by F. Allan Barr, vice-president.

A ROLL-FED PRESS FOR EVERY PRINTER

Didde-Glaser's new roll-fed offset press brings "big press" performance into your shop — at half the price... and, it's designed to handle the bulk of your jobs at high speed! It has the speed to handle long runs... the low-cost makeready to handle short runs... and the economy to make BOTH profitable!

Modular in design, the Tandemer consists of self-aligning, compact units — that can be added or removed as the job requires. **All units, accessories, and attachments are interchangeable in your shop!**

FINANCING AVAILABLE: Write us today on your company letterhead for complete information. Financing available on all Didde-Glaser equipment.

If your business includes:

- * Letterheads
- * Purchase Orders
- * Invoices
- * Order Blanks
- * Sales Letters
- * Statements
- * Price Lists
- * Direct Mail
- * Catalogs
- * Inserts and the like...

It would pay you to investigate the Tandemer today!

TANDEMER

ROLL-FED OFFSET PRESS



Didde-Glaser, INC.

DEPT. IAP-5 BOX 608, EMPORIA, KANSAS

Designers / Manufacturers / Distributors of Graphic Arts Equipment

TWO COLOR
TANDEMER





Sixteen Facile Fab color bars on Sun Chemical's annual report cover look like perfect register printing, but actually, they were made by laminating some 1,500 rayon yarn threads to opaline board. Here, strands speed from spools at the left to the laminating machine at the right. Material simulating color printing is also used for decorative packaging.

Sun Chemical Co.'s 32nd Annual Report Showcases Firm's Graphic Arts Products

BY HAL ALLEN, Eastern Editor

Sun Chemical's 32nd annual report was designed this year to serve as a showcase for some of the many graphic arts and other products that account for the corporation's sales and earnings.

What shareholders saw first was a unique cover with 16 color bars running like flag stripes below Sun's name and trademark embossed in gold on glistening white background.

Recipients who happened to be printers may have wondered how so many colors could be printed in perfect register. But the color bars, running horizontally back and front, were not printed, and the cover surface is not paper. Stockholders saw, most of them for the first time, how Facile Fab, made by Sun's Facile Division at its plant in Paterson, N.J., can be used for simulating color printing.

Facile Fab is a fabric-like material made by laminating 132 threads of rayon yarn per inch to any paper, fabric, film or foil backing. In this case 16-point opaline board was used for backing. The multi-color effect, an integral part of the material, was achieved by varying the colors of some 1,500 threads. Then the 8½x11-inch cover was embossed with a crepe pattern and gold-stamped for the final brilliant effect, raising the report out of the run-of-the-mill class.

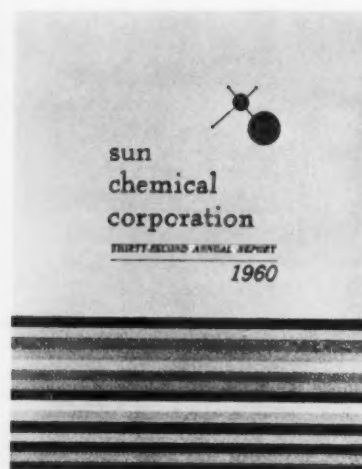
Facile Fab is used for decorative packaging, gift boxes and wrappings, jewelry case inserts, record jackets, album and book covers.

Another showcase feature was a sample of printing on Xan-Foam, a thermal in-

ulating extruded polystyrene foam available in film or sheet form for printing, die-cutting, scoring, creasing, and embossing on conventional equipment.

All inks used for printing the inside pages by offset in two colors, black and lilac, were made by Sun's Graphic Arts

Weldon R. Coate (c.), acting general manager of Sun's Graphic Arts Group, reviews operations with M. Don Lyons (l.) and M. J. Hoover.



Cover of Sun report has 16 color bars running horizontally in what appears to be perfect register. Not printed, however, the bars were laminated by rayon threads.

Group from pigments produced by the Chemical Group.

Special ink was used for printing a bound-in wrap-around insert, with a short fold, on Jonquil offset impact paper made by Appleton Coated Paper Co., Appleton, Wis. Shareholders learned from the text that they were seeing how a new method for matching chromatically related colored ink with tinted paper reduces glare and eases eye fatigue.

Sun's advertising department, whose director is Robert W. Marien, designed the report. Artwork was done by Cranston Advertising Associates, Inc., New York City. Composition came from Vanderbilt-Jackson Typography, Inc., also of New York. Mail and Express Printing Co., Inc. embossed and gold-stamped the cover, and printed the inside pages on Warren 80⁺ White Cameo Brilliant Dull stock.

Body text, running two 20½-pica columns per page, is 10/12-point Times Roman, with 12-point Times Roman Bold subheads, 10/12-point Spartan Medium captions, and some use of Commercial Script for headings.

Mail and Express Printing Co. used steel die engravings for stamping Sun's name and trademark in gold and black on the front cover. Sixteen-page two-color forms were run work-and-turn on a 41x54 ATF Mann press. Four-page two-color forms were run two-up work-and-turn on a 25x38 Mann press. Another 25x38 Mann unit, one-color, was used for printing the impact wrap-around insert three-up work and tumble. Binding was done on a Christiansen stitcher equipped with a three-knife trimmer and McCain automatic feed boxes.

Some 20,000 copies were turned out, and on a tight schedule because the Securities and Exchange Commission requires that corporation annual reports must be in shareholders' hands 20 days before annual meetings. So Mail and Express completed Sun's job within three days, according to George Young, salesman in charge of the Sun account, who worked with Mr. Marien in the print shop to save valuable time.

IT'S HERE!

the most
revolutionary
small
offset
equipment
of the
decade!



DAV DUA 500



DAVIDSON

DUALITH

500



increased
productivity
& capacity

1

top-quality
registration
with built-in
chain delivery

2

heavy,
uniform coverage
with clean,
positive stripping

3

greater
accessibility
throughout for
easier operation
& faster,
simpler cleanup

4

reliability
built-in
part by part

5

the most
versatile, small
offset press
ever
designed

6

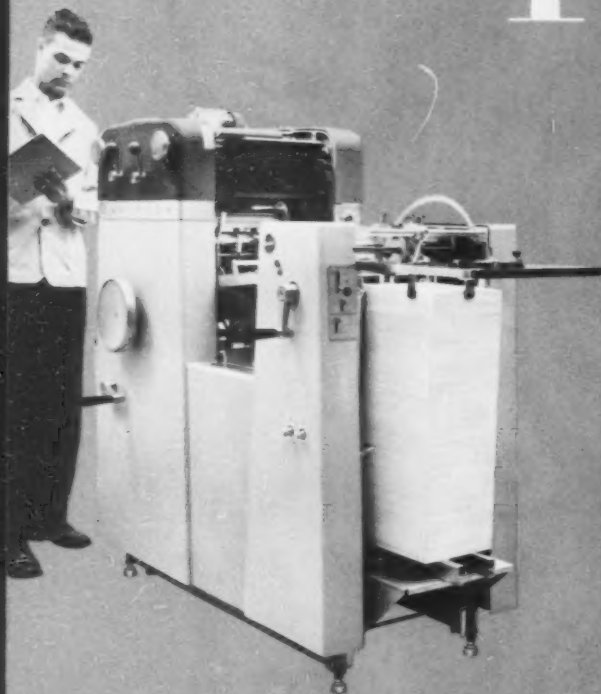
And these are only some of the outstanding design advances you'll find in the all-new Davidson Dualith 500.
For more details on these and other features turn the page and see for yourself.



Also available in Coral,
Sand Grey and Azure

The all-new
DAVIDSON DUALITH 500 gives you

1



increased productivity & capacity!

Time is money. Every feature of the new Davidson Dualith 500 is designed to save you time.

First, increased speed! Up to 8,000 top-quality impressions per hour. And on certain jobs where you can run one side by regular offset and the other side by direct lithography, you can print both sides at one time, or up to 16,000 impressions per hour.—Real economy on all jobs with the new Dualith 500.

Second, increased sheet size! The new Dualith 500 will handle any size sheet from 3" x 5" all the way up to 11" x 17" with an image area of 9¾" by 13" or 14", (an 8½" x 11" sheet may be put through in either direction).

Third, increased paper capacity! The feeder capacity has been increased to 6000 sheets of 20 lb. stock (or equivalent) on the new Dualith 500. An all new pneumatic receding pile jogger with increased capacity is also available with a special "Roll-a-way" dolly included.

Fourth, increased ink fountain capacity! Greater ink fountain capacity to match the increases in speed and paper capacity—longer runs with less operator attention with the new Dualith 500.

And fifth, the positive, trouble free Davidson double-sheet eliminator insures that *every* sheet is printed. No blanks hidden in with the finished work—ever. Just compare these outstanding features—all designed to save time, labor, and money and you'll see why we say

YOU'LL BE YEARS AHEAD WITH THE NEW DUALITH 500

Send today for colorful 12 page brochure



DAVIDSON CORPORATION

Subsidiary of Mergenthaler Linotype Co.
29 Ryerson Street, Brooklyn 5, New York

International Paper Co. Report Says Economy Upturn Coming Later This Year

International Paper Company's annual report cites general expectation that the national economy is due for an upturn later this year, "so from the standpoint of demand the low point for the paper industry may not be far off." But 1961 as a whole is seen as another year of intense domestic and overseas competition with excess production capacity, cost-price squeeze, and pressure on profits continuing for the industry.

Excess capacity accentuated by slackened demand is rated as the industry's basic current problem. Looking ahead, the company sees a rising population trend, continuing development of new products, new uses and new markets "promising re-assertion of the industry's long-range growth trend as the economy recovers and moves forward."

The report points out that International has taken various steps to prepare for shifting market conditions. Capacity for producing printing papers of all kinds has grown steadily along with output of higher quality bleached papers and boards, especially those for consumer packaging and point-of-purchase display material.

Extension of manufacturing operations into the Latin-American market is called one of the most significant recent developments. Through newly organized subsidiaries, International acquired from W. R. Grace & Co. a half interest in a

company which is building a bagasse paper mill in Colombia, full ownership of a bagasse mill, a shipping container and folding box plant, and grocery bag manufacturing equipment in Puerto Rico, and all shares of a folding box company in Mexico.

An overseas division was set up to develop and coordinate export sales and to direct the company's interests in its overseas manufacturing facilities.

Paper Mill Expansion Rate Dropping: Luke

David L. Luke, president of the West Virginia Pulp and Paper Co., forecast a declining paper production expansion rate when he addressed shareholders at the company's annual meeting.

"The present low level of earnings makes it much more difficult to show a satisfactory return on the larger investment now required for expansion," he said. "These factors are not likely to encourage continuation of a too rapid rate of addition to capacity."

He pointed out that the annual expansion rate was about 4% between 1951 and 1956, and about 2% since that period.

Shareholders learned that Westvaco earnings for the first four months of fiscal 1961, ending Feb. 28, declined while sales increased. Mr. Luke said that ex-

cess production capacity, price weakness in some paper grades, and expenses for getting the company's Luke, Md., plant in operation accounted for the earnings decline.

"While we don't anticipate any marked improvement in earnings for the current quarter," he said, "we do hope for some pickup and greater price stability in the second half."

Edward Satenstein Named Head of American Book

Edward Satenstein has been elected president of American Book-Stratford Press, New York City. He succeeds Sidney Satenstein, who died in February.

Serving with the new president are Frank Satenstein, executive vice-president; Henry Burr, first vice-president and secretary; Walter V. Davidson, Jr., administrative vice-president and director of sales; and W. J. Ammon, vice-president and treasurer.

Former ATF Engineer Dies

Arne C. Arnesen, who for 34 of his 61 years was a designing engineer for American Type Founders, Inc., died March 29 at his home in Roselle, N. J. During the past four years he had been a consulting engineer for the New York Employing Printers Association.

Mead Acquires Chatfield

The Mead Corp., Dayton, Ohio, has acquired controlling interests of the Chatfield & Woods Co., and its seven subsidiary companies.

Production Control Is NAPIM Theme

How management can control production is the theme for discussion when the National Association of Printing Ink Makers holds its 47th annual convention, May 29-31, at The Greenbrier, White Sulphur Springs, W. Va.

Herbert B. Livesey, secretary, has arranged a program calling for three morning sessions with afternoon and evening hours left open for recreation.

"Developing the Chief Executive" is the topic assigned to Hugh Gyllenhaal of Management Associates, New York City. Victor Porth, vice-president in charge of production of the Printing Ink Division of the Interchemical Corp., is due to discuss production in relation to management.

Gilbert Caine, safety engineering department manager, Hercules Powder Co., will stress management responsibility for plant safety.

How suppliers can help management make production more efficient will be told by Kenneth Egeler, president of the Dry Color Manufacturers Association. These talks are scheduled for the first two days.

Slated for the third morning is a talk by Jack Barry, Jr. of the California Ink Co., San Francisco. His subject, relating to the main theme has not been announced.

Richard Scott, manager of Sinclair & Valentine's Secaucus, N.J., plant, will deal with job scheduling for maximum and efficient production.



James D. Yates
President



Matt J. Leckey
Vice-President



G. Stuart Braznell
Treasurer



Herbert Livesey
Secretary

Serving on a panel for reviewing all talks and answering questions will be Victor Porth, Richard Scott, Jack Barry, Jr., Dr. D. J. Bernard, IPI vice-president for research, and Clyde Bowers, of Bowers Ink, Co., Nashville, Tenn.

The annual business meeting for electing officers and five directors will be held on May 29. Heading the current slate is James Yates of Martin Driscoll & Co., Chicago. Matt J. Leckey of Sinclair & Valentine Co. is vice-president and G. Stuart

Braznell of the Braznell Co., St. Louis, is treasurer. Robert H. Flint of the Flint Ink Corp., Detroit, is chairman of the nominating committee.

Presentation of the Ault Award for distinguished contributions to the printing ink industry's technological progress is scheduled for the final evening.

Manz Corp. Purchased By Process Lithographers

The Manz Corp., Chicago printing and lithographing firm, has been purchased by Process Lithographers, Inc., New York City. Manz will operate as a subsidiary of the firm with S. Roskin, Process president, heading both organizations.

Presently printing elementary and secondary level textbooks, brochures, catalogs, etc., Manz was organized in 1886. It now employs some 400 persons in a half-million square-foot plant.

Nekoosa Sales Hit Record

Record high sales of \$45.58-million in 1960 have been reported by Nekoosa-Edwards Co., Port Edwards, Wis., writing and printing paper manufacturer. Sales passed the previous year's mark of \$45.34-million, although 1960 tonnage volume of 145,325 tons showed a slight decrease from the 145,922 tons shipped in 1959.

the all-new
DAVIDSON DUALITH 500 gives you

2

top-quality registration & built-in chain delivery!

For accuracy of registration the new Dualith 500 has no equal.

This is made possible by a unique combination of features: the straight tape conveyor board (which jogs either right or left); the heavy, rugged, solid steel feed rolls, both upper and lower, which are self-adjusting for all thicknesses of paper stock; the wide steel stop-fingers which are integral with the lower feed roll; and the satin smooth acceleration of the entire feed roll mechanism which delivers each sheet accurately to the stops in the gripper bar.

And—clean positive stripping and delivery of every sheet is assured by the built-in chain delivery—which is standard equipment and not an extra at extra cost! Each sheet is pulled—not pushed—as it is delivered. You can bleed three sides of the sheet. (Even halftones and solids can bleed off three sides of the sheet, and even on lightweight stock.) It isn't necessary on a Davidson to leave unprinted margins. No stripper fingers or delivery wheels track over and smear the freshly printed copy. Thus the Dualith 500 assures clean, positive stripping and delivery of all weight stocks—from lightweight manifold to heavy cover and card stocks.

The Davidson Dualith 500 is outstanding for top quality registration and the built-in chain delivery is standard on every Dualith 500 at no extra cost.

SMART NEW "YEARS AHEAD" STYLING—by world famous industrial designer Henry Dreyfuss.



DAVIDSON CORPORATION

Subsidiary of Mergenthaler Linotype Co.
29 Ryerson Street, Brooklyn 5, New York

SEE NEXT FOUR PAGES FOR MORE FEATURES OF THE DUALITH 500



The all-new
DAVIDSON DUALITH 500 gives you

3

TWO CYLINDER PRINCIPLE and CHAIN DELIVERY
DAVIDSON DUALITH

FREE TIME

unparalleled ink coverage with clean, positive stripping!

Bright, sparkling halftones!

Solids that are truly solid!

Sharp blacks and clear, true colors!

The Dualith 500 is the only small offset press designed to produce such quality!

It's the "free time" that makes the difference.

The ink form rollers "run free" nearly two-thirds of each revolution while the entire ink system mills the ink out smooth and feeds it to the form rollers.

The form rollers ink the plate during only a little more than one-third of each revolution.

It's the unique Davidson two-cylinder design that makes this possible and that also makes possible the exclusive Davidson "built-in" chain delivery—to assure clean, positive stripping and delivery of even the largest halftones and solids—on all weights of stock—from the lightest to the heaviest!

And now—for the first time on any small offset press—a dampening attachment with TWO Form Rollers (optional extra).

Ask to see the new "years ahead" Automatic Blanket Cleaner for the Dualith 500. It's like no Blanket Cleaner you ever saw before.

Send for free colorful 12 page brochure.



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YOU'LL BE YEARS AHEAD WITH THE NEW DUALITH 500

11th International Design Conference To Be in Aspen, Colo., June 18-24

Dr. Harold Taylor, educator and author, will deliver the keynote address at the 11th annual International Design Conference in Aspen, Colo., June 18-24.

Theme of the conference is "Man/Problem Solver," focusing on the dynamics of man's development as a solver of problems and a study of the solving processes.

In 1945 Dr. Taylor was appointed president of Sarah Lawrence College at the age of 30. He resigned this position a year ago to devote himself exclusively to studying, writing and lecturing. He has written more than 200 articles advocating improvements in the educational process, and is the moderator of the network television program, "Meet the Professor."

More than 400 delegates from all over the world are expected at the conference. General Chairman H. U. Hoffman, Kimberly-Clark Corp., said. Program chairman is Herbert Pinzke, Chicago designer.

The conference is divided into three cycles, with a panel of speakers for each cycle. Cycle one, "Man Becomes a Problem Solver," will include Dr. Herbert Zim, educational director of the Golden Press; Prof. Reuel Denny, social scientist from the University of Chicago; Dr. Bernard Rudofsky, architect, engineer, and writer. Moderator is Dr. Albert E. Parr, director

of New York's American Museum of Natural History.

Cycle two, "All Creative People are Problem Solvers," offers as its panel, Dr. Tomas Moldanado, industrial designer from Germany; Harry Belafonte from the entertainment field; Dr. Peter Kronfeld, educator from the University of Illinois. Mrs. Elizabeth Paepcke is moderator.

Cycle three, "The Business of Problem Solving Today and Tomorrow," features Edward C. Bursk, editor of the *Harvard Business Review*; Milner Grey, British designer, educator, writer; Junzo Sakakura, Japanese architect and chairman of the 1960 World Design Conference held in Tokyo, and Yu Soloviev, Russian designer.

Dr. Harold Taylor,
educator-author,
will deliver key-
note address at
11th International
Design Conference
in Aspen, Colo.,
June 18-24.



An additional highlight of this year's conference, Mr. Pinzke reported, is the resumption of the international kite flying contest, which will be held on the last day.

For more information concerning registration, contact International Design Conference in Aspen, 6 E. Lake St., Chicago 1.

Ad and Sales Aids Shown At Three-Day Exhibit

The 15th Annual Advertising Essentials and National Sales Aids show, staged March 27-29 at the Biltmore Hotel, New York City, gave several thousand visitors, including printers, art directors, advertising executives, sales promotion, merchandising and display managers, an opportunity to inspect more than 100 exhibits running along what the Advertising Trade Institutes, sponsoring the show, called "an advertising mile."

Among the sales-building items on view were color post cards ranging to jumbo size, color prints and transparencies, calendars, matchbook reminders, visual sales aids, sales binders, and other specialties.

Mead's Quarter Earnings

Mead Corp. earnings for the 12-week period ending Mar. 19 amounted to \$2,474,782, the firm has announced. This compares with \$2,982,147 for the same period in 1960. Net sales for the 1961 quarter were \$73,884,291, compared to \$79,125,041 in the preceding year.

Westprint Show Attracts 21,000

A total of 20,916 printers and affiliated tradesmen attended Westprint 61, the first major show of printing equipment, processes, and supplies ever held on the West Coast, during its four-day run at the Shrine Exposition Hall in Los Angeles March 23-26.

Show management had predicted an attendance of 12,000. "We hoped and believed we would have a well-attended show," Robert Black, vice-president, declared, "but we didn't expect anything like this. I don't think anyone did."

Printers came to Westprint not only from every Western state, including Hawaii and Alaska, but by the hundreds from the Middle West, the Eastern U.S., and from many foreign countries. The next Westprint show will be held in 1964.

There were 181 different firms with exhibits in 308 booths at Westprint, manned by over 2,000 attendants and company sales personnel. Many "firsts" were recorded, including the first showings in any major show of the Fairchild Color King four-unit web-fed offset press; the Heidelberg combination litho-letterpress; the complete Fairchild equipment for making Dupont's Dycril relief plates; the Regan process for engraving on precurved press plates; the Diddle-Glaser job-size Tandem web-fed offset press; Master Sales' machine for powderless etching of precurved plates; the Cenprint Japanese-built 38-inch sheet-fed offset press; the Japanese

Morisawa photocomposing machine, and the French Optype line-justifying device.

Concurrently with the announcement of Westprint 64, the show management president, Herbert L. Mitchell, reported that 120 exhibitors at Westprint 61 have reserved a total of 28,000 square feet in Westprint 64.

The advisability of seeking a larger exposition facility for the 1964 show is under consideration, Mr. Mitchell said. The dates and the location of the 1964 show will be announced in the near future. Inquiries may be addressed to Westprint 64, 1605 N. Cahuenga Blvd., Los Angeles.

Effective Direct Mail AMA Seminar Theme

"Making more effective use of direct mail in industrial goods selling" will be the theme of a three-day seminar, sponsored by the American Management Association, May 17-19 at the LaSalle Hotel, Chicago.

Guest speakers will include Robert De Lay, president of the Direct Mail Association; Edward N. Mayer, Jr., senior vice-president of Dickie-Raymond, Inc.; Glen A. Christians, sales promotion and advertising manager of the industrial truck division of Clark Equipment Co., and S. Dick Gimbel, account supervisor, Mars-teller, Rickard, Gebhardt & Reed.

Among topics to be covered are accomplishments of direct mail, quantity and frequency of mailings, sources of mailing lists, evaluating direct mail effectiveness, preparing direct mail copy, and others.

Wm. G. Johnston Acquires Baird

Baird, Inc., Tarentum, Pa., manufacturer of rotary business forms, has been acquired by William G. Johnston Co., Pittsburgh printing firm, and is now operating as a subsidiary under its own name.

Baird equipment expansion, to be completed this year, calls for an initial expenditure of \$125,000, and was planned to make the plant the most modern in the Pittsburgh area with facilities for producing continuous forms for electronic accounting machines and business data processing equipment.

New equipment will enable Baird to serve as a local source for standard and custom-designed forms in addition to snapout types, duplication systems, and technical papers.

John M. Baird has been reelected president. Vice-president is Harry M. Fritz, president of the Johnston Co., whose vice-president, Harry T. Gardner, was elected secretary. Miss Mildred Lettrich continues as Baird treasurer.

The Johnston Co. is a major supplier of school supplies, election materials, and printing for county governments.

Bingham's Moves in Iowa

The Des Moines, Iowa, office and factory of Sam'l Bingham's Son Mfg. Co., have been moved to 304½ 16th St. The mailing address is Box 554, Zone 2.

The all-new
DAVIDSON DUALITH 500 gives you

4

greater accessibility throughout,
for the easiest operation ever
and faster, simpler, job changes!

Never has a small offset press been so easy and convenient to operate as the new Dualith 500!

The large, readily accessible controls are conveniently placed and so easy to operate!

Everything's in just the right place to save time and effort!

Just the touch of a lever and the new hinged conveyor board drops smoothly and quietly away, to provide fast, easy access to the blanket.

Now—for the first time on any small offset press—all three printing surfaces—the Plate, the Blanket and the Impression surface—are all fully accessible—quickly, easily—always.

And—the entire sheet hold down and guide mechanism hinges up from the conveyor board with equal ease for complete, instantaneous, access to the board.

Set up—or change from one job to another—with an ease and simplicity you wouldn't have believed possible.

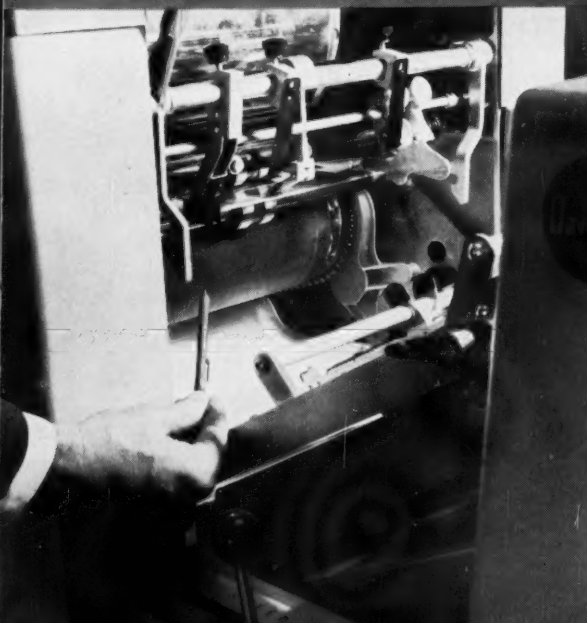
THE "YEARS AHEAD" new Dualith 500 comes in Ocean Green. It is also available in a choice of three other modern, eye-catching colors at slight additional cost. See them in the free 12 page colorful brochure.



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Subsidiary of Mergenthaler Linotype Co.
29 Ryerson Street, Brooklyn 5, New York

SEE NEXT TWO PAGES FOR STILL MORE FEATURES OF THE DUALITH 500



The all-new
DAVIDSON DUALITH 500 gives you

5

reliability built-in, part by part!

From the rugged castings of the unitized base—which provides a single, solid support for the press, the feeder and the pile jogger—up through the equally rugged and precisely machined castings which form the side frames of the press and feeder, every part of the new Dualith 500 is designed and made to give you years of trouble free service.

All cylinder bearings are oversized, grease sealed, precision ball bearings. All other bearings *throughout* the new Dualith 500 are either famous "Oilite" bearings or precision ball bearings.

Just look at the wide steel gears, the size of the shafts for the cylinders and feed rolls and the obvious ruggedness throughout this basically simple yet uniquely efficient design.

That's quality you can see—and *depend on*—for years to come.

There is quality and precision even where you can't see it, too, in every part of the sturdy new Dualith 500.

YOU'LL BE YEARS AHEAD WITH THE NEW DUALITH 500

Any one of our conveniently located sales offices will gladly arrange a demonstration for you. Just drop us a letter or card.



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ITCA Conference Set for May 18-20

The Spring Conference sponsored by the International Typographic Composition Association will start running its three-day course on May 18 at the Radisson Hotel in Minneapolis.

Timed for the first day is a meeting of the board of directors. William Coulter, president, Printing Industry of the Twin Cities, will welcome registrants attending the first session on the next morning. "Your Plant Tomorrow, Hot Metal or Photocomposition?" is the subject for a talk by Collier A. Elliott of Collier Elliott and Associates, management consultants, Garden City, N.Y.

Guest speaker at a luncheon will be Arthur R. Upgren of the Bureau of Economic Studies at Macalester College, St. Paul.

James S. Fish, General Mills vice-president for advertising and sales, is scheduled as a second morning session speaker. George M. Houlihan, secretary and general manager of the Franklin Association of Chicago, will discuss typographic industry labor relations.

The third morning program calls for a talk on manpower and the future of the typographic industry by Samuel M. Burt, managing director of the Education Council of the Graphic Arts Industry. Teletypesetting as a composing room service is to

be discussed by Frank Angell, Teletypesetter production engineer for the Fairchild Camera and Instrument Corp. Allan Friedman of the Filmotype Corp., Chicago, will describe the use of the Alphatype for setting type on film.

Plant tours are planned for the third afternoon. Events on the social side include a Twin City Association reception and a dinner-dance.

Polychrome Corp. Offering Common Stock Shares

An offering of 140,000 shares of Polychrome Corp. common stock at \$8.50 per share has been announced by Westheimer & Co., a Cincinnati firm acting in behalf of itself and 15 other underwriters.

The Polychrome Corp., incorporated in 1936, manufactures offset plates and chemicals, mimeograph equipment, and supplies at its plant in Yonkers, N.Y. Chromatone Printing Ink Co., Inc., a wholly-owned subsidiary, makes offset inks.

Bingham's Expands in East

Sam'l Bingham's Son Mfg. Co., Chicago, has consolidated its Garwood, N.J., and Manhattan manufacturing activities at the Jersey City, N.J., plant whose capacity has been increased through installation of a rubber roller reconditioning line and a litho dampener roller covering department.

Mead Papers Plans Unique Ad Program

A unique advertising program to back up its merchant organization has been announced by Mead Papers, Inc. of Dayton, Ohio.

The services and benefits which only the local paper merchant can effectively render the graphic arts industry will be featured in a series of national and trade ads.

The series of ads is designed to emphasize to printers and advertisers the advantages of doing business with Mead merchants. Under the heading "You get more from your Mead merchant," they will point out that the Mead merchant maintains at the local level a large and diversified inventory of quality papers. Convenience, dependability, time-saving special services, and other advantages will be emphasized in the program.

J. D. Turek Heads RIT's Gamma Tau Epsilon

John D. Turek of Pontiac, Mich., has been elected president of Rochester Institute of Technology's Zeta chapter of Gamma Epsilon Tau, international honor fraternity for printing students.

Other new officers are: Joe F. Wimmer, vice-president; Robert J. Jankowski, secretary; Matthew S. Arena, treasurer, and John R. Taylor, historian.

Inter-Society Color Council Discusses Color Photography at Annual Meeting

BY WARREN L. RHODES

The 30th annual meeting of the Inter-Society Color Council was held in Rochester, N.Y., April 10-12. Highlight of the meeting was the presentation of the Godlove Award to Miss Dorothy Nickerson in acknowledgment of her psychophysical studies of color spacing, tolerances, and rendition.

The award, established in honor of Dr. I. H. Godlove, is presented biennially to a person selected for outstanding contribution to the knowledge of color.

Although the I-SCC is primarily a council of societies and associations, it also has nearly 300 individual members. The main work of the council, to advance the knowledge of color in business, science, and industry, is carried on in nine subcommittees. These subcommittees met Monday, April 10, in open session to discuss the year's progress and future plans.

Council President G. L. Erikson (Braden-Sutphin Ink Co.) opened the business meetings to about 125 registrants Tuesday morning. Each organization which belongs to I-SCC appoints 10 delegates, one of which is usually sent to the annual meeting. Each of the delegates is expected to report on the color activities of his organization, color trends in his field of business, or on delegation activities.

Beginning Tuesday afternoon, the Rochester chairman, George Eaton of

Eastman Kodak Co., presented his program which was interspersed with technical and nontechnical discussions. The topic for the meeting was "Color in Photography and Television."

Subject matter on photography ranged from "How Color Photography Works" by Dr. R. O. Edgerton, through a description of how the colorama "Blue Angels" was produced by John Stott, to a Madison Avenue look at color photography for advertising by W. A. Reedy.

The banquet speaker Tuesday night was C. S. McCamy of the National Bureau of Standards. He presented a demonstration of "Color Perception with Abridged Color-Projection Systems."

Hammermill Paper Co. Buys WNU Wholesale Paper Unit

An agreement under which Hammermill Paper Co. would purchase all of Western Newspaper Union's wholesale paper merchandising facilities and related operations was announced last month by Hammermill president Donald S. Leslie and WNU president Farwell W. Perry. They pointed out that the agreement was subject to certain tax rulings.

Western Newspaper Union, with headquarters in New York City, has been distributing Hammermill products for more than 50 years. Current wholesale paper operations include 19 sales offices and

warehouses in 12 southern, southwestern, and midwestern states. Annual sales volume is said to be about \$17-million.

The agreement calls for Hammermill to continue these operations under the Western Union name with WNU retaining ownership and operation of its other services, including printing and publishing.

Wisconsin Cuneo Press Now in New Building

Wisconsin Cuneo Press, Inc., a subsidiary of the Cuneo Press Inc., nationwide printers with headquarters in Chicago, has moved its printing and binding operations, formerly housed in an old multistory plant in downtown Milwaukee, to a modern, one-level operation on the city's outskirts.

The new plant, located in the village of Brown Deer, a short distance northwest of Milwaukee, occupies a 14-acre tract.

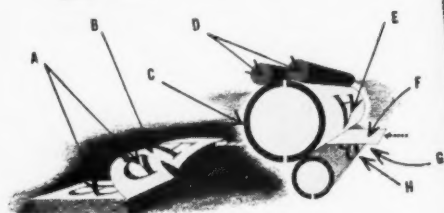
New offset equipment includes a high-speed, eight-unit Hess & Barker rotary press which prints four colors simultaneously on both sides of the web or two colors on both sides of two webs. A Bright-type conversion camera for converting letterpress engravings to offset has been installed. A four-color 50x69-inch sheet-fed offset press has been purchased and will be in operation in June.

The plant also includes a large one-color rotary offset press, a complete plant for letterpress printing trade publications and magazines with print orders ranging up to 100,000 copies. Also included is extensive sheet-fed offset equipment.

The all-new
DAVIDSON DUALITH 500 gives you

6

Simultaneous two-sided lithography



- A PRINTED SHEET SHOWING SIDE PRINTED VIA OFFSET LITHOGRAPHY
- B PRINTED SHEET SHOWING SIDE PRINTED VIA DIRECT LITHOGRAPHY
- C OFFSET PLATE SEGMENT
- D INK AND WATER FORM ROLLERS
- E "MIRROR IMAGE" DIRECT LITHOGRAPHIC PLATE
- F THIS SIDE WILL RECEIVE DIRECT IMAGE
- G THIS SIDE WILL RECEIVE OFFSET IMAGE
- H IMAGE FROM OFFSET PLATE WHICH HAS BEEN TRANSFERRED FROM PLATE TO BLANKET AND IS JUST ABOUT TO BE TRANSFERRED TO THE PAPER STOCK.

the most versatile offset press ever designed!

While basically designed to provide you with the finest, simplest, easiest to operate small offset press obtainable, the unique, uncluttered two-cylinder design of the new Dualith 500 makes it possible, on a single machine, to do:

1. **Regular offset printing** of unequaled quality and economy—from either metal plates or paper masters.
2. **Simultaneous two-sided lithography**—this feature permits even greater cost savings on those jobs where the combination of offset lithography on one side of the sheet and direct lithography on the other may be employed. (Direct lithography has certain limitations:—it requires a mirror image plate, generally of shorter life than an offset plate, and will not print halftones or solids of a quality comparable to the results obtainable by offset lithography.)
3. **Dry offset printing**—the interchangeable segments of the new Dualith 500 make it unbelievably simple to change to dry offset operation for the ease and economy of dry offset for longer run work.
4. **"Davengraving"**—beautiful printing and embossing in a single run through the press may be done simultaneously with either wet or dry offset printing.
5. **Letterpress printing**—Imprint from Linotype slugs. Print or imprint from rubber plates, curved electrotypes, or T-bottom type.
6. **Numbering**—from true "printers type" numbering machines inked by the full press inker, and numbering and imprinting can be combined in a single operation.

And the fact that this one machine can do so many jobs so well is another important reason why

YOU'LL BE YEARS AHEAD WITH THE NEW DUALITH 500
You need only ask for a demonstration.



DAVIDSON CORPORATION

Subsidiary of Mergenthaler Linotype Co.
29 Ryerson Street, Brooklyn 5, New York



Participants in Navigraphic '61 included (front, l. to r.) Jack Turchon of McGraw-Hill Publishing Co., speaker; J. Homer Winkler of Battelle Memorial Institute, moderator, interviewer, and commentator, and Charles V. Morris of Allan & Gray Corp., honorary chairman. In the rear (l. to r.) are speakers Robert B. Davis of Davis, Delaney, Inc.; Milton J. Sutter of Cunningham & Walsh, Inc.; James T. Keefe, Jr. of Dewey & Almy Chemical Co., a division of W. R. Grace & Co., and Ernest F. Trotter, editor of Printing Magazine.

New York Navigators Hold Annual Review of Graphic Arts Progress

Navigraphic '61, a graphic arts progress review sponsored by the Navigators of New York City, was held March 18 at the Biltmore Hotel.

Featured at this fourth annual event was a series of amplified long distance telephone interviews with equipment and supply company executives. The interviews were conducted by J. Homer Winkler, technical advisor, Battelle Memorial Institute. Color photographs of his panelmen were projected on a large screen while they were seated at their desks.

Lead-off speaker by telephone was Lester Goda, Jr., assistant to the manager of Eastman Kodak Co.'s reproduction sales division. He described Eastman's new Estar base films for color-separation negatives and continuous-tone positives.

Dycril plate advantages were reviewed by Hugh B. Gage, Eastern sales manager for these Du Pont products, and long-continuing graphic arts industry growth was foreseen by William W. Fisher, president of American Type Founders Co. ATF's business outlook, he said, was excellent.

Richard B. Tullis, executive vice-president of Harris-Intertype Corp., cited increasing advertising and packaging color printing volume as an outstanding trend. James W. Coultrap, president of the Miehle Co., division of Miehle-Goss-Dexter, Inc., reported that new devices for continuous feeding had been extended to larger offset presses.

The last speaker on the telephone hook-up was Michael H. Bruno, research director of the Lithographic Technical Foundation. After reviewing LTF research he looked ahead and listed trends including higher press speeds and more small web offset presses.

Jack Turchon, McGraw-Hill Publishing Co., type coordinator and typographic

equipment research director, was the first on-the-spot speaker. He described the CBS Vidiac G-1000, an automatic computer composition machine for electronic casting of 1,000 characters per second. Speed could exceed 100,000 per second, he said, but with lower quality.

Ernest F. Trotter, editor of *Printing Magazine*, explained the MM decimal



The 1961 Service-to-Industry Award of the Navigators of New York City went to Madeline M. Kaufmann, president of Kaufmann Press, Inc. Handing her the award is Don H. Taylor of the New York Employing Printers Association, who was chairman of the board of judges. Watching is Lawrence J. Berman of Marquardt & Co., the award committee chairman.

point system for figuring paper quantities on the basis of standard 1,000 sheets per 1,000 square inches.

James T. Keefe, Jr., general printing products division sales manager of Dewey & Almy Chemical Co., a division of W. R. Grace & Co., called attention to increasing outside interest in the graphic arts. He described Dewey & Almy's compressible polyfibron offset press blanket and letterpress packing blanket.

How Davis, Delaney, Inc. is applying new techniques for improving operations was told by Robert B. Davis, vice-president. Milton J. Salter, vice-president of Cunningham & Walsh, Inc., advertising agency, discussed the relationship of reproduction improvements to printing creators and buyers.

Henry A. Schneider of Charles Francis Press was general chairman. Charles V. Morris of Allan & Gray Corp., originator of the Navigraphic project, was honorary chairman serving as presiding officer.

Madeline M. Kaufmann, president of Kaufmann Press, Inc., is this year's recipient of the Service-to-Industry Award presented annually since 1950 by the Navigators of New York City.

Presentation of this award, recognizing personal contributions of time and talents for advancing the welfare of graphic arts trade organizations, took place at a luncheon following the Navigraphic '61 forum on March 18.

Miss Kaufmann is a three-term past president of the New York Club of Printing Women, whose members recently elected her to serve as executive adviser. She is active in New York Employing Printers Association and Associated Printing Salesmen affairs, and for several years has been a member of the NYEPA Master Printers Section board of directors. Again this year she is serving as the first woman chosen to head the Printing Division of the New York March of Dimes drive.

American Envelope Co. Changed Name May 1

Kimberly-Clark Corp.'s wholly-owned subsidiary, American Envelope Co., West Carrollton, Ohio, changed its name to the Karolton Envelope Division of Kimberly-Clark on May 1.

American Envelope's Moraine paper mill in West Carrollton will be integrated into Kimberly-Clark's industrial products division. Sale of fine writing, printing, and envelope papers manufactured by the Moraine mill will be handled by the Kimberly-Clark sales force.

The change was made, said W. R. Kellett, corporation president, to separate paper production and envelope converting operations and to build up an organization concentrating on envelope sales.

Acquires Balewell Name

East Chicago Machine Tool Corp., East Chicago, Ind., has acquired the name "Balewell" and the manufacturing rights to products of the Baler Corp., Lancaster, N.Y. These include vertical type scrap baling presses including upstroke, downstroke, and shredder type balers, which will now be produced at the Balemaster division of the East Chicago plant.

Chicago PIA Sales Meeting Draws 165

Printing Industry of America's Eighth Annual Sales Conference held March 22-24 at the Edgewater Beach Hotel in Chicago attracted some 165 representatives of the graphic arts industry. General chairman was F. C. R. Rauchenstein, president of the Cavanagh Printing Co., St. Louis.

Preceding the conference, a three-day sales management seminar was conducted by Charles W. LaBlanc, director of the Special Services Division of the Research Institute of America, Inc., New York City. Fifteen persons enrolled for the seminar.

The first session on Wednesday, March 22, was a dinner meeting, at which Col. H. R. Kibler, administrative vice-president of the W. F. Hall Printing Co., Chicago, and a past president of PIA, acted as chairman. Dr. Frank Goodwin of the University of Florida, Gainesville, presented an address entitled, "Facing Up to the '61 Sales Challenge."

Mr. Rauchenstein was chairman of the first regular session on Thursday morning. The principal address was given by Carleton R. Cummings, vice-president of sales for the Herbeck & Held Printing Co., Pittsburgh. He spoke on "Finding New and Profitable Business."

W. F. Obear, president of the National Paper Trade Association with headquarters in New York City, described NPTA's "Operation Imagineering" contest. Mr. Obear is president of Tobey Fine Papers, Inc., St. Louis.

"How Do Your Salesmen Grow?" was the general topic for Thursday afternoon when Willard E. Brown, vice-president in charge of sales for Judd & Detweiler, Inc., Washington, D.C., served as chairman.

A panel on "The Why and Wherefore of a Salesman's Self-Development Program" included Mr. Rauchenstein; Fred Bow-

man of Bowman Printing Co., Oklahoma City; William E. Bradford of Bradford-Robinson Printing Co., Denver; Mr. Cummings; Allan S. Lassner, Comet Press, Inc., New York, and Dale Magor, Jeffries Banknote Co., Los Angeles.

Mr. LaBlanc concluded the Thursday afternoon session with a talk on "The Selection, Interviewing, and Training of Printing Salesmen."

Paul Sampson, president of the Sampson-Hill Corp., Detroit, was chairman of the Friday morning general session. Dr. J. S. Schiff, professor of Marketing at Pace College, New York City, presented a talk on "Compensating Printing Salesmen."

At the closing luncheon Friday noon, Oliver J. Sperry, senior vice-president of

R. R. Donnelley & Sons Co., Chicago, and this year's PIA vice-president, was chairman. Dennis O'Shea, vice-president and general sales manager of Rand McNally & Co., Skokie, Ill., spoke on "Management's Approach to Sales."

Award-winning entries of the 1960 PIA Printers and Lithographers Self-Advertising Contest were on display during the conference.

M&O Paper Co. Officers

Share owners of the Minnesota and Ontario Paper Co., have reelected all members of the 11-man board of directors and its officers. J. B. Faegre is chairman of the board, and Robert Faegre is president.

Thos. J. Fahey

Byron Weston

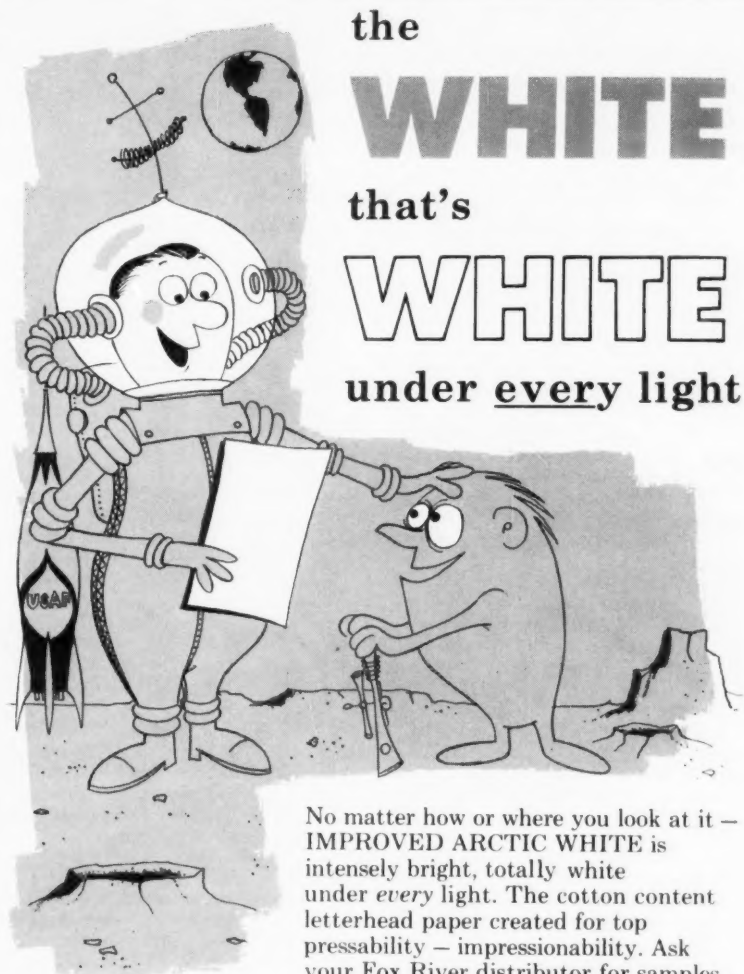
President



Thomas J. Fahey has succeeded Robert Crane as president of the Byron Weston Co., Dalton, Mass. Mr. Crane became chairman and Alexander Euston was re-elected vice-president and clerk.

Mr. Fahey, who joined the company in 1936, has been a director since 1956 and treasurer since 1957. Last year he was named general manager with the additional duty of directing the company's \$2-million modernization program, which was completed recently with the installation of a new paper machine and stock preparation equipment.

Robert Crane, associated with Byron Weston since 1924, served as sales manager, secretary, a director and vice-president, and was elected president in 1954.



No matter how or where you look at it — IMPROVED ARCTIC WHITE is intensely bright, totally white under *every* light. The cotton content letterhead paper created for top pressability — impressionability. Ask your Fox River distributor for samples of business-building IMPROVED ARCTIC WHITE. Then — *judge* it yourself.

Fox River



PAPER CORPORATION

APPLETON, WISCONSIN

Anniversary, National Bank, English, and Fox River Bonds
Anniversary and Fox River Onion Skins



Selected by the judges for first award was the "Boeing 720" brochure (l.). "Florida Architecture and Architecture International" (c.) won second place, and "Four Color Guide," took the third prize.

Mead Papers Announces Top Winners In Award of Excellence Competition

The three winners in Mead Papers' second Grand National Award of Excellence competition have been selected by three representatives of the graphic arts field.

First-place award was won by Boeing Airplane Co.'s "Boeing 720" brochure, lithographed by Metropolitan Press and Western. The paper supplier was Carpenter Paper Co., Seattle. In selecting the "Boeing 720" brochure for the top award, the judges emphasized "its originality in design and concept, excellent portrayal of product story, and extremely fine lithography."

Second place was awarded to "Florida Architecture and Architecture International," printed by McMurray Printers. Paper supplier was Southern Paper Co., Miami. The judges cited the "incomparable printing and breathtaking color photography" of this volume.

Third-place winner was *Four Color Guide*, published by Graphic Publishing Co. and printed by Bragaw-Hill. Paper supplier was Forest Paper Co., New York. Concerning the selection of this entry, the judges commented on the "painstaking and meticulous preparation, with superb reproduction plus excellent presentation within the rigid layout made necessary by the subject matter."

The successful printers, and the companies for whom they produced the prize winners, are being awarded certificates in recognition of the fact that their printed material has been selected as a Grand National Award winner.

To be eligible, each entry must have previously won an Award of Excellence in one of the monthly contests. The Mead Award competition, now in its 12th year, is open to all material printed on Mead fine papers. Each month, three pieces are selected for the Award of Excellence, and runners-up receive Awards of Merit.

Judges for the Grand National competition just concluded were George W. Head,

manager of advertising and sales promotion for the National Cash Register Co.; Thomas C. Colt, Jr., director of the Dayton Art Institute, and Ralph E. Herby, production manager for the E. F. MacDonald Co., all of Dayton.

ANPA Research Group Sets 3 Conferences

June 5-8 is the time when the Research Institute of the American Newspaper Publishers Association will stage three conferences at the Palmer House in Chicago.

Discussion of production in terms of men, methods, and machines is slated for the first day with W. R. Coddington of the *Detroit Free Press* serving as chairman and A. E. Rosene of the *St. Paul Dispatch* and *Pioneer Press* as vice-chairman.

Harold Grumhaus of the *Chicago Tribune* will welcome registrants and Richard L. Jones of the *Tulsa Tribune* will deliver the keynote address. Topics for speaker treatment include supervisor training, arbitration, and responsibilities of management and employees to each other.

Second day program calls for James Lamade to tell why *Williamsport* (Pa.) *Grit* printing was converted to offset. Jack Holroyd is coming from England to describe the *London Mirror's* new plant. Three executives will report results of production engineering studies. Roy W. Prince, director of the ANPA Research Center at Easton, Pa., will review latest technical developments. Methods slated for review include wire systems, tape perforation, Teletypesetter operation, short-cut procedures for partial page color printing, and small newspaper transition from letterpress to offset.

New machines and their applications are due for discussion on the third morning. ANPA's ninth photo composition seminar will run through the afternoon. A web offset conference will be held on June 8.



Judges who selected the grand national award of excellence winners in the Mead Papers, Inc., competition are (l. to r.) Thomas C. Colt, Jr., Ralph E. Herby, and George W. Head.

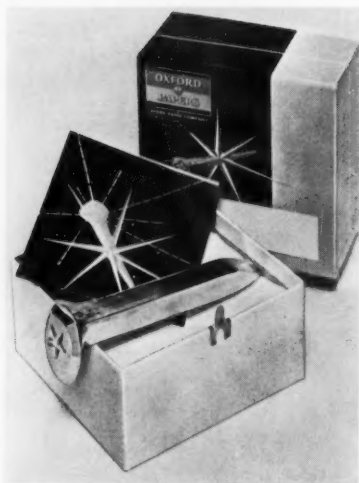
A. B. Dick Co. Names Chairman, President

A. B. Dick III and Karl R. Van Tassel have been elected chairman of the board and president, respectively, of the A. B. Dick Co., Chicago. Mr. Dick, grandson of the founder, has served as president since 1947.

Mr. Van Tassel joined the company in 1956 as executive vice-president. He is the first president of the firm not related to the founding family and the fourth since the company was founded in 1884.

New Eastern Distributor

Appointment of Bowen Paper Co., Inc. as exclusive franchised distributor of Eastern fine business papers in the Washington, D.C., area has been announced by Charles De Zemler, Jr., fine paper sales manager, Pulp and Paper Division of the Standard Packaging Corp.



This is the packaging developed by Oxford Paper Co. to promote its line of North Star coated paper. The "jeweled spike," recently mailed to 3,000 paper buyers, is derived from a Norse myth regarding the origin of the North Star.

Oxford Using Norse Legend for Promotion

Oxford Paper Co. is using an ancient Norse legend to dramatize the story of its North Star coated paper line.

In Norse mythology the North Star was believed to be a jeweled spike driven into the center of the universe with the heavens revolving around it. This "world spike" was a guide for Norse sailors.

Last month 3,000 large-volume buyers of paper received from Oxford a gold-plated spike topped by a crystal star and coming in a specially designed box with a four-color folder telling the North Star legend.

Some 12,000 additional buyers were due to receive folders carrying illustrations reproduced from original paintings commissioned for this promotional program, developed for Oxford by American Mail Advertising of Boston. An individually typed letter precedes each mailing.

Chinese, Egyptian, Indian, and Phoenician legends relating to the North Star, an important symbol in most ancient civilizations, will be featured in Oxford's subsequent mailings.

New Graphic Arts Consulting Firm Begins Operations

A new graphic arts consulting firm, Convertors' Machinery and Controls, Inc., has begun operations at 12803 W. Silver Spring Dr., Butler, Wis. The firm is designed to advise paper convertors on technical and managerial problems.

David A. Davidson, formerly associated with Consultants Engineers, Inc., Portland, Ore., and Central Paper Co. of Menasha, Wis., is vice-president and will manage operations of the corporation.

Other directors are Walter Westphal, plant manager and chief engineer of the Rexford Paper Co. of Milwaukee, and Everett S. Faulls and Walter R. Stelling, Jr., president and secretary-treasurer, respectively, of Faustel, Inc., Butler, Wis.

Mergenthaler Linotype Is Named Distributor

Mergenthaler Linotype Co. has become nationwide distributor for products made by the Hamilton Manufacturing Co., Hammond Machinery Builders, Inc., the American Steel Chase Co., and Shaffstall Equipment, Inc.

Hamilton products include type cabinets, benches, tables, dispatch equipment, new Space-Maker ad frames, and other composing room furniture.

Products made by Hammond Machinery Builders are Trim-O-Saws, bench saw, routers, molders and casters.

American Steel Chase Co. manufactures steel and aluminum chases.

The Shaffstall Electronic Mat Detector is a production aid used in Linotype tape operation. The Mat Detective is designed to halt operation when all mats are not

dropping into place, and the Selecto-Spacer assures proper line spacing as the tape runs through the Teletypesetter.

Chemical Products Will Market Chem-o-type

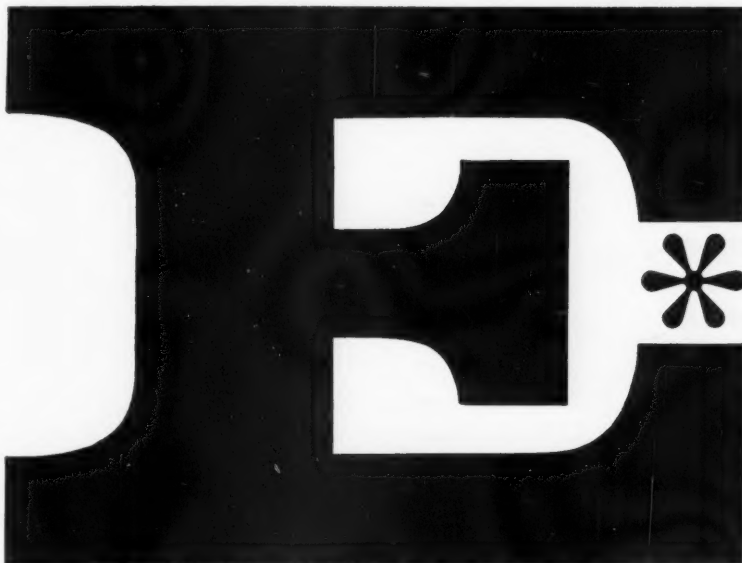
Chemical Products Corp., East Providence, R.I., has set up a division for manufacturing and marketing Chem-o-type flexible plastic plate materials and allied products.

John DeMaria, former consultant to the company's president, is general manager of the Chem-o-type Division. Thomas D. McGuire is in charge of marketing and sales.

Metal Decorators to Meet

The National Metal Decorators Association will hold its annual convention Oct. 16-18 at the Sheraton Towers, Chicago.

visual power!



FORTUNA*

for specimen sheets write

on your letterhead to:



Bauer Alphabets, Inc.

305 East 45th Street

New York 17 • MU 6-1761-2-3

*FORMERLY KNOWN AS "FORTUNE"

YORK

TWINLINE
MODELS

HA36

HA48

HA72



*Two Separate Air Conditioners
in One Package Give You Whole-House
Air Conditioning at Its Finest*





Sterling Offset Enamel can be counted on for the cool, clean, crisp reproduction needed to translate attractive design into buyer action. That is why it was selected to simulate, in print, the "cool comfort" features of the air conditioning line manufactured by the York Corporation, subsidiary of Borg-Warner Corporation.

Sterling Offset Enamel was used for an entire series of highly stylized brochures promoting the York line. Sterling's remarkable whiteness assures true color fidelity and its glossy surface is ideal for crisp reproductions with depth and character. In addition, the moisture content of Sterling is carefully controlled to give you the stability and uniformity so essential for close register at high press speeds.

West Virginia's modern concept of sales and service has additional appeal to users because it offers the economies of direct purchase combined with the services of an experienced technical organization. For the full story on why West Virginia can offer you the best value in printing papers, write West Virginia Pulp and Paper Company, 230 Park Avenue, New York 17, N. Y., or contact the office nearest you.

**FINE PAPERS DIVISION
COMMERCIAL PRINTING PAPER SALES**

CHICAGO ■ FR 2-7620 NEW YORK ■ MU 6-8400
CINCINNATI ■ RE 1-6350 PHILADELPHIA ■ LO 8-3680
DETROIT ■ DI 1-5522 PITTSBURGH ■ CO 1-6660
SAN FRANCISCO ■ GA 1-5104

In Baltimore, Cleveland, Los Angeles, Milwaukee,
Minneapolis, St. Louis and St. Paul,
ask operator for Enterprise Service.



**West Virginia
Pulp and Paper**

The York Air Conditioning brochures were printed on Sterling Offset Enamel 80# by Lebanon Valley Offset Company, Cleona, Pennsylvania. The material was run on 2-color Harris 25 x 38 offset presses. If you would like to know more about how air conditioning can help you in the pressroom, write for West Virginia's "Project Humidor." Ask also for a full set of the York brochures.

THIS INSERT IS LITHOGRAPHED ON STERLING OFFSET ENAMEL, 25x38--100#

To Study England's Training Program

Samuel M. Burt, managing director of the Education Council of the Graphic Arts Industry and executive secretary of the International Graphic Arts Education Association, will leave for Europe on June 11 to study England's technical education and training programs for developing its printing industry manpower. Initial results of his study will be reported at the 36th Annual Printing Education Conference July 30-Aug. 4 at the Ferris Institute, Big Rapids, Mich.

IGAEA, sponsoring the conference, is concerned with developing technical education programs in junior colleges, vocational-technical schools, technical institutes and community colleges. Many of these post-high school institutions are calling on the association and the Education Council for guidance in setting up such programs. Mr. Burt's report is expected to indicate English experience that can be adapted for developing programs benefiting the American printing industry.

"It is up to the printing industry to advise educators as to the types of programs needed by our future craftsmen and technicians," said council president Harry E. Brinkman of the Cincinnati Lithographing Co. "We believe that England's experience will be of tremendous help."

Commenting as IGAEA president, Prof. S. Wayne Taylor of the University of Houston forecast that Mr. Burt's report would place the association in a better position to suggest technical printing education courses. "With the information obtained from his study," he said, "we will be able to make great strides forward."

Institutions on Mr. Burt's visiting list include the London School of Printing, the Manchester College of Science and Technology, Harpenden Printing Technical School, Bristol School of Printing, Birmingham College School of Printing, and others.

George McDonald to Head Recorder Printing Co.

George G. McDonald has been named president and chief executive officer of the Recorder Printing and Publishing Co., San Francisco. At 36 Mr. McDonald becomes head of one of the Pacific Coast's largest and oldest letterpress and lithograph plants.

He succeeds Robert W. Harrison, who will remain as a member of the company's board of directors.

A native of Chicago, Mr. McDonald received his early education in that city and subsequently entered Northwestern University's College of Commerce, where he majored in accounting and received a B.S. degree. He then enrolled at De Paul University College of Law, graduating with a degree in law.

His interests and experience in the graphic arts include assistant general manager of Western Engraving and later owner-manager of the Colortone Printing & Lithography Co. of Chicago. Immediately prior to joining Recorder, he served as vice-president of the H. M. Gousha Co., largest road map makers in the United States, with main offices in San Jose.



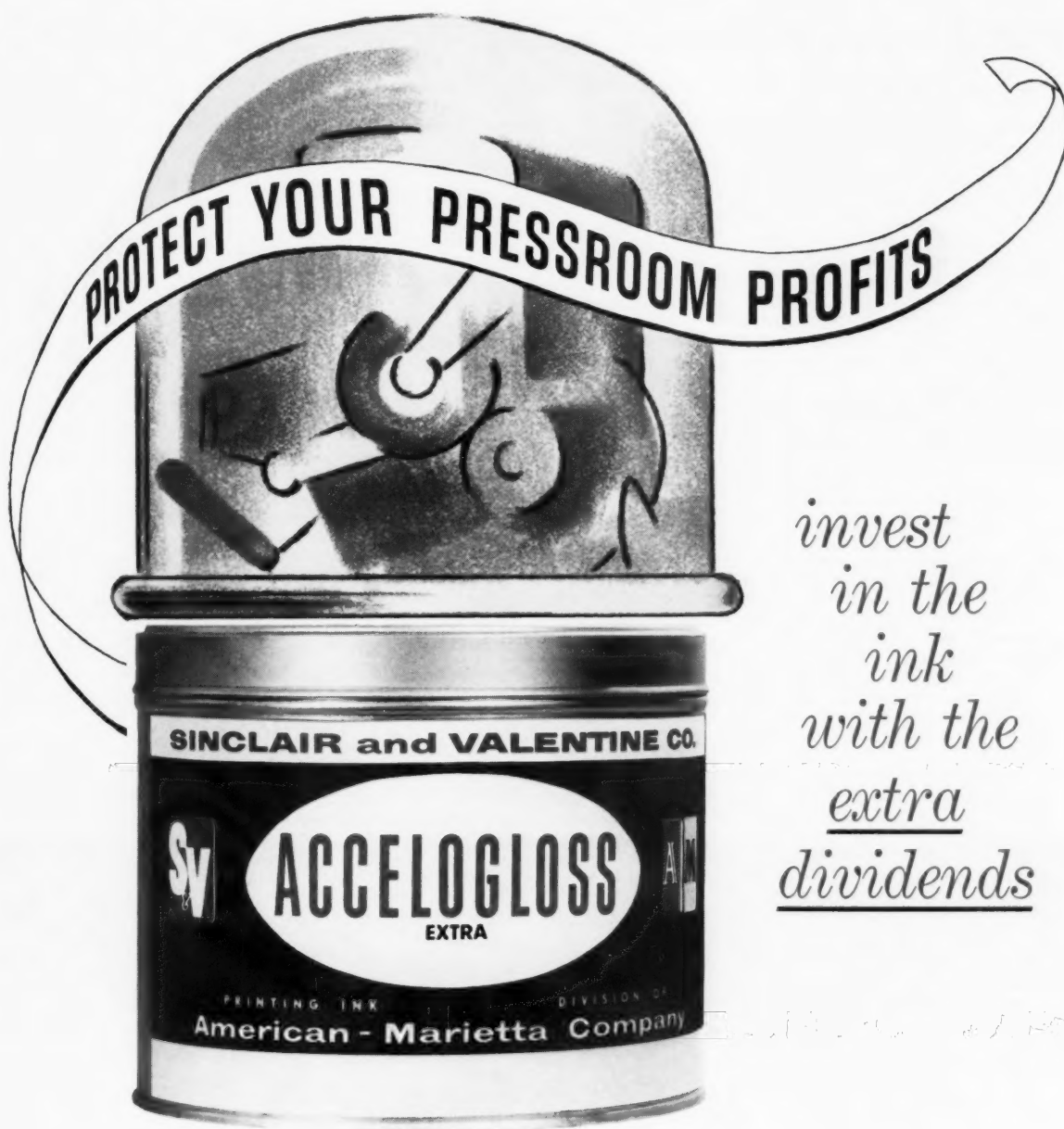
This is one section of a display prepared for the recent National Paper Trade Association convention by Champion Paper and Fibre Co., Hamilton, Ohio. The display stressed the firm's new promotional program which includes a new design for its identity monogram CP. Being prepared for distribution are various paper packets demonstrating designs and photo layouts appropriate to various types and uses of Champion papers.



Harold E. Moley (l.), sales manager, paper division, Brown Co., Berlin, N.H., explains Origami, the ancient Japanese art of paper folding, to executives (l. to r.) Joseph H. Torras, vice-president; Eugene O. Hanson, assistant sales manager, and Edward H. Petrick, general manager. Through the use of Origami advertising inserts printed on Nihroc offset paper, Brown is demonstrating various characteristics of its paper line.

Attending a recent conference of the Association of Government Printers of Australasia in Wellington, New Zealand, were (front l. to r.) A. B. Davies of Perth, Australia; V. C. Blight, Sydney, Australia; R. E. Owen, AGPA president, New Zealand; A. J. Arthur, vice-president, Canberra, Australia, and A. C. Brooks of Melbourne, Australia. Back row (l. to r.) L. G. Shea, Tasmania; I. A. Forbes, Parotonga; W. L. Hawes, Adelaide, Australia; W. S. Nicholas, New Guinea; R. L. Gribble, Fiji Islands, and S. G. Reid, Brisbane, Australia. Apprenticeship training, plant planning and maintenance, and design and layout of government plants, were among subjects discussed at the conference.





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PIA's Trade Binders Section Holds Spring Meeting

The Trade Binders Section of Printing Industry of America held its Spring meeting March 17-19 in Detroit. More than 80 representatives of some 60 firms attended the workshop sessions.

Among the spots highlighted for improving profits were itemized analysis of budgeted hourly costs, how to apply costs to actual estimates based on several types of commonly used machines, and emphasis on the need for more creative, active selling without price cutting to meet or beat competition. One session was devoted to discussion of accessory equipment enabling plants to operate with greater efficiency.

The executive committee took the first step toward organizing a loose-leaf division, explored the idea of staging a West Coast meeting soon, and considered how to increase member plant participation in ratio studies.

At a joint session with equipment manufacturers, it was agreed that the Los Angeles group's equipment index might be the basis for an enlarged compilation, and that service and personnel training problems should be studied at future sessions.

Robert A. Wunsch of the Becktold Co., St. Louis, was advanced from vice-president to president. He succeeds Mortimer S. Sendor of Sendor Bindery, New York City, who received a plaque honoring him for his two years of service as the section's top officer.

Frank Liedtke of Liedtke Bros., Chicago, was elected to succeed Mr. Wunsch as

vice-president. Joseph Paul of Graphic Arts Finishing Co., Baltimore, is treasurer. He succeeds John Osterholtz of the Hawk-eye Bindery, Des Moines, Iowa. Richard Sage of the Commercial Bindery, Detroit, continues as secretary.

Earl Lanphier, cost accounting supervisor, Inland Magill-Weinsheimer Corp., Chicago, and Arthur Blumenthal, industrial engineer, W. F. Hall Co., Chicago, discussed budgeted hourly rates and their use for sound estimating.

Mr. Lanphier noted that fully depreciated equipment, often needing repairs, is just about as costly to operate as equipment still being depreciated. All hourly costs should include an allowance for this factor, "or there'll be no fund for replacement." Interest on investment should be figured into hourly cost. Putting jobs on idle machines just to keep them running increases cost. Labor should be figured at the proper productivity rates. "Each point drop costs about one more cent per hour," Mr. Lanphier said. "For determining hourly cost each machine should be rated as to its current replacement value."

Mr. Blumenthal warned that estimating should not be tied to fluctuating business conditions.

"It is always urgent to control costs by careful estimating," he said. "You must find out whether you are truly competing or just underpricing. You can determine costs efficiently if you know your hourly production rates but, for best results, determine equipment flexibility rating so

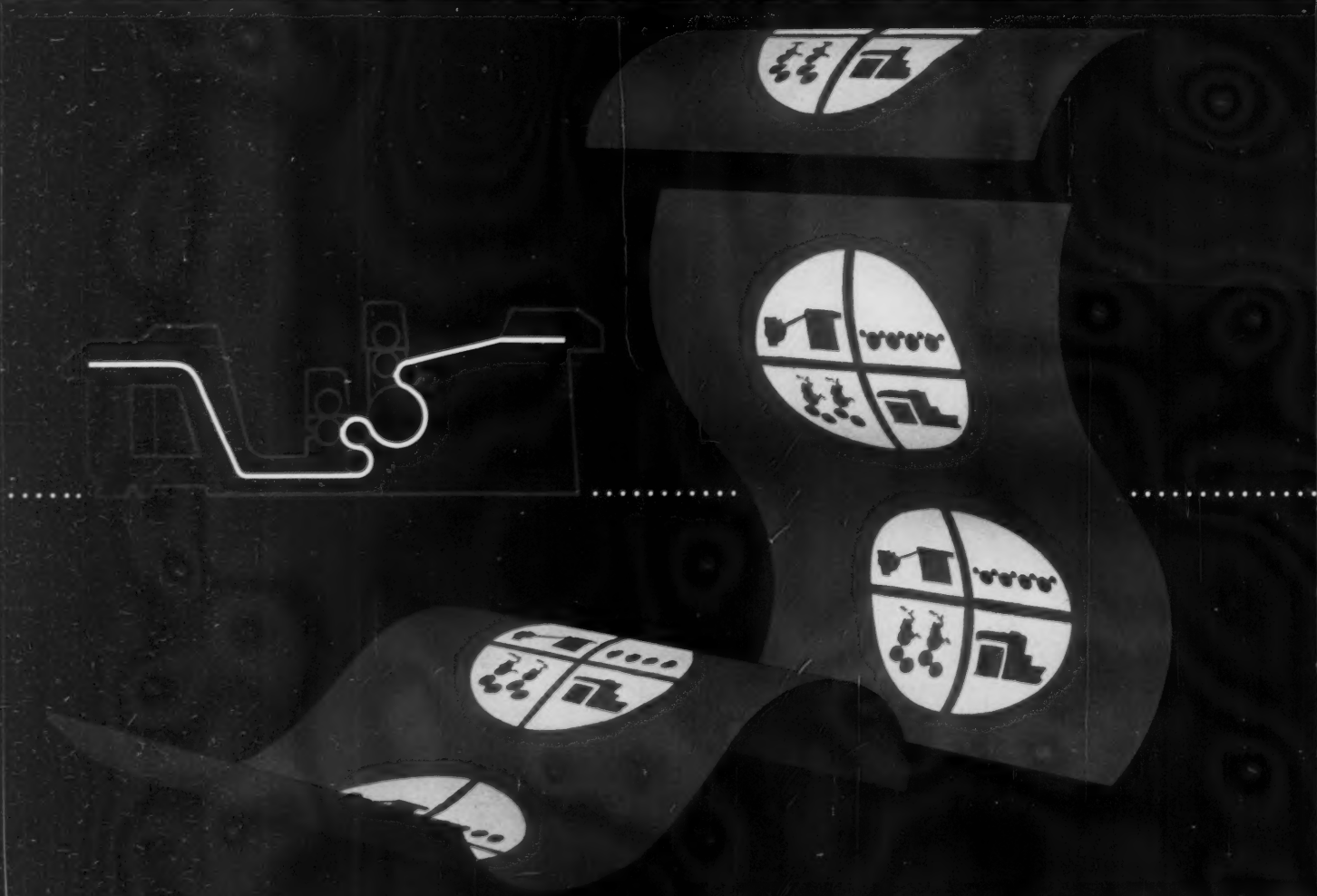
that costs can be shaded efficiently when required. Selling price is determined by the facts of estimating costs. Selling price and costs must not be confused."

In response to a question, Mr. Lanphier urged setting up a depreciation reserve fund over and above the budgeted hourly cost allowance. Robert Wunsch said that his company keeps two figures on equipment, replacement cost, and sound current appraised value.

Wallace H. Olsen of the Philadelphia Bindery warned against failure to maintain effective business and sales policies. This failure, he said, accounted for the record 2.5% low bindery profit level compared with 5% for manufacturers in general. He expressed concern that the 2.5% profit might be less if all returns were in, since marginal and unprofitable firms seldom file reports.

In a two-fisted attack on what he called "meet or beat the price" policies and "mom and pop" businesses, Mr. Olsen asserted that too few firms "know how to apply management principles or costs. We must stop haggling and bargaining. 'Ideas for sale' should be every trade binder's motto, ideas on how printers can upgrade jobs and save money, ideas for specialties, for creativeness in materials, design and production. Trade binders should get off the seat of their pants and learn how to sell by selling."

Many ideas and devices for saving labor time and avoiding plant troubles were reviewed during a "gadgets, gizmos and



gimmicks" session. David Helm of Helm, Inc. presided and the speakers were Harry Betz of the Dexter Co., John Clark of the Lawson Co., Donald Glaser of Didde-Glaser, Inc., Frank Olds of T. W. & C. B. Sheridan Co., and Harris-Seybold's D. W. Richards.

Major problems facing management in this decade were discussed by Dr. Forrest Kilpatrick, assistant to the president of Wheeling Steel Corp. He cited intensive need for assimilating present scientific and technological advances, the increasing demand for education, and continuance of this trend.

"Ninety per cent of business profits come from products which were unknown 10 years ago," he said. "There will be more product development during this decade. But much of today's management suffers from hardening of the attitudes. Management must learn to cope in new ways with old and new problems alike. Management must keep on learning. Keep your eye on the ball, concentrate on problems close at hand, do your job as well as you can."

Delegates toured Helm's bindery operations while new equipment was being installed. They saw large-volume production of a wide variety of jobs.

The first step toward organization of a loose-leaf division of the Trade Binders Section of Printing Industry of America was taken at the section's Spring meeting.

This project was approved by the section's executive committee and by loose-leaf binders and index divider manufacturers who recognized a need for setting up a special activity within the framework of the Trade Binders Section.

Jack Burkhardt of the Burkhardt Bindery, Detroit, was named to lead a task force assigned to develop a program and fix the time for the division's first meeting. Dates set at an April 14 meeting of this group in Washington are Oct. 12 and 13 during PIA's annual convention in Pittsburgh. Sessions will be held on the afternoon of Oct. 12 and the next morning. Topics selected for discussion are materials handling, inventory control, and production problems, with emphasis on heating sealing and vinyl binding.

Associations Hold March Conference

The Mid-Atlantic Newspaper Mechanical Conference, sponsored by the Pennsylvania Newspaper Publishers' Association and the New Jersey Press Association, ran March 23-25 at Pittsburgh's Penn-Sheraton Hotel.

Dorsey Biggs, American Type Founders Co., called attention to the increasing use of photomechanical type forms for printing newspapers, and Frank Ferrari noted that Ludlow Typograph faces had been expanded to include 84- and 96-point Tempo, Bodoni Bold, and condensed Gothics. Many new designs were due for release later, he said. Elrod Stripcasters and a one-core base mold for No-Pak mats were described, and the Brightype system was explained.

Cold type composition was the topic assigned to Franklin D. Schurz, publisher of the *South Bend* (Ind.) *Tribune*. The speaker said he did not believe that photo-

composition's success or failure depended on which of the three available systems was chosen.

Panelmen dealing with composing room operations included Wilson Childers of Mergenthaler Linotype Co. and James Scully of Intertype Co. Neil Berger, Goss Printing Press Co.; William Pezdirtz, R. Hoe & Co.; Irwin Brooks, U. S. Printing Ink Co., and Stanley Southard, George H. Morrill Co., served as panelists during a press-stereotype clinic. Edward Tracht, Fairchild Graphic Equipment, Inc., was one of the four engraving clinic panelmen.

Dr. Mark Ellinson, president of Rochester Institute of Technology, in an address to the delegates rated lack of skilled manpower as the \$14-billion newspaper industry's biggest problem. He warned that the industry would be virtually strangled by this lack if nothing is done to stop it.

W. H. Friedman, Carey Press President, Dies

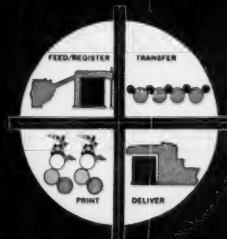
William H. Friedman, president of the Carey Press Corp. and Ready Reference Publishing Co., New York City, died on April 17 at the age of 74. A proponent of printing vocational training, he served as chairman of the Graphic Arts Education Commission of New York City and played the leading role in the industry's campaign for construction of a new home for the New York School of Printing.

Mr. Friedman earned an electrical engineering and master's degree at Columbia University. He was a public school teacher and New York City's assistant engineer before he joined the Carey company. He became president in 1925.

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... Keeping stock under precise control on its journey through the press calls for control of *all* factors that affect paper travel. With a Harris 25 x 38" two-color — even at speeds up to 7500 iph — each sheet is kept under constant, positive control from the moment it's contacted by the pickup suckers at the feeder until it's safely deposited in the delivery. The sheet travels through four key zones: feeding/registering, transfer, lithographing, and delivery. Built into the Harris 25 x 38" are advanced design features that insure control in *all* these key zones. We call this Harris Control Zone Design. Ask your Harris man for the complete Control Zone story on the Model 238 and what it can mean to you in terms of controlling costs, quality and higher production.



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FPBAA Re-Elects D. A. Forsberg At Annual Meeting in Chicago

D. A. Forsberg of Forsberg Paper Box Co., Madison, Wis., was reelected president of the Folding Paper Box Association of America, during the association's annual meeting at Chicago's Drake Hotel March 21-22. Elected to serve with him as



D. A. Forsberg



G. L. Nordstrom

new members on the executive committee were W. W. Fitzhugh, Jr., president of the New Haven (Conn.) Board & Carton Co., and E. B. Wall, vice-president of the Federal Paper Board Co., Inc. Bogota, N.J. Gustav L. Nordstrom continues as executive director.

"What Makes for Success in the Folding Carton Industry" was the theme of the first-day sessions. Success in manufacturing was outlined by John C. Church, general manager of the Consolith Division of Somerville, Ltd. Pointers on sales and marketing success were given by William H. Enzie, director of corporate packaging development for General Foods Corp. C. Wilson Randle, a partner in the Booz, Allen, & Hamilton management consultant firm, described factors for successful management. The three speakers joined in a panel discussion that afternoon.

"Implication of the Recent Antitrust Convictions in the Electrical Equipment Industry" was the subject of Alan R. Johnston, member of FPBAA's general counseling firm, Thompson, Raymond, Mayer, Jenner & Bloomstein. He pointed out that not only is the public more concerned about price and market fixing but that the government is taking an increasingly dim

view of these merchandising techniques.

Mr. Johnston described the steps the Justice Department is taking to stiffen prosecution of these cases and to increase penalties in cases of convictions. He also pointed out that the Supreme Court is steadily forming a more rigorous interpretation of the Sherman Antitrust Act.

Gross sales for the 60% of FPBAA membership who answered ratio questionnaires totalled \$240-million in 1960. According to Herman C. Heiser, partner in the accounting firm Lybrand, Ross Brothers & Montgomery, sales for the entire industry amounted to \$940-million over the year. In presenting the 1960 management

ratios report, he pointed out that sales had decreased slightly from 1959 and that profits on sales have declined since 1952.

"1960 in Perspective, Prospects for 1961" was the subject of Edward Iciek, FPBAA statistician. Giving detailed industry statistics for all parts of the country, he pointed out that volume started high in early 1960, then leveled off, and declined near the end of the year. Nevertheless, it was the second best year for sales in the industry's history, being just under 1959. He predicted the opposite trend in 1961, with a first half slower than the first half of 1960, a second half better than 1960, and a total increase in volume of about 1%.

Full inventories were the cause of the 1960 recession, according to William F. Butler, vice-president of the Chase Manhattan Bank of New York City. By the end

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- Foolproof miss and double detector stops machine instantly, preventing errors in finished sets

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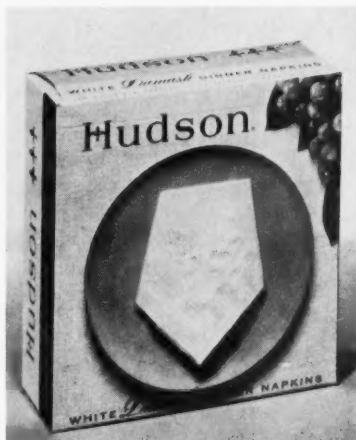
This entry from the Seagoing Uniform Co., Brooklyn, was among the winners in the "100 best cartons of the year" competition, sponsored by the Folding Paper Box Association. Printed by letterpress, the box was designed by Eth. Gleichenhaus of White Plains, N.Y. and produced by Federal Carton Corp., N. Bergen, N.J.



of this year he sees a gain in production of 7%, but said it should be 10% to reduce unemployment and close the gap between actual and potential production. Predicting an upswing in sales of consumer durables he saw an advance of almost 4% per year in the economy and possibly an \$800-billion economy at today's prices by 1970. Earl Nightingale was luncheon speaker.

Director's Safety Awards were presented to three firms who have had no lost time due to injury in the past five years. Recipients were Intercity Box & Paper Co., Gebhart plant of the Standard Packaging Corp., and Charles J. Schmidt Co.

Awards for the "100 best cartons of the year" were presented during the final day of the meeting to 53 boxmakers. Twenty of the cartons were selected for printing excellence. This year 1,284 entries for the competition were received.



Hudson Pulp and Paper Corp., New York City, won recognition for its napkin carton entry in the FPBA's contest. Berles Carton Co., Inc., Paterson, N.J. produced it by lithography from a design by the Grey Advertising Co., New York City.

Scott Starts Up New Paper Machine

Scott Paper Co. has started up a new, high-precision paper machine for the manufacture of cultural grades, such as lightweight printing and offset papers, at its Southern Division plant in Mobile, Ala. The company invested more than \$20-million in the machine and its facilities.

G. Willing Pepper, a Scott vice-president, stressed the company's determination to give special attention to the various grades of offset. He explained that the outlook for offset papers was bright.

"It is conservatively estimated that 25 to 30 new web offset presses will be put in operation during each of the next five years," Mr. Pepper said. "It is further estimated that paper consumption for web offset printing will increase by 15% to 20% in each year through 1965. Carefully blended pulps made at Mobile, skillfully formed on this most modern machine in the paper industry, will produce offset papers which will shortly be the new standard for the nation's printers."

The new Scott Mobile machine has three stations where special precoatings can be applied. The machine was designed by Scott engineers in conjunction with Beloit Iron Works.

The expansion program will add approximately 300 people to Scott's work force of 1,650 at Mobile, and some \$1,750,000 to its payroll which is currently at the annual rate of \$11-million. The company's purchases of pulpwood are expected to increase by more than \$2-million to \$8,750,000 annually.

San Francisco Printers, Lithographers Join Forces

Printers and lithographers in the San Francisco area have joined forces to try to increase their industry's production and employment 50% in the next three to four years.

Ben Hansen, chairman of the printers division of the Graphic Arts Employers Association, and Carl Schmidt, chairman of the lithographers division, said these separate units of the association have been abolished. From now on the two crafts will be reorganized as a single industry by the association in labor relations, business promotion, and association activities.

The Graphic Arts Employers Association represents 83 printing and lithographic plants in eight counties. Hansen, who will serve as president of the newly consolidated association, said it is expected that in the next two years this membership will be increased to 600 plants as a result of the amalgamation.

New MGD Sales Office

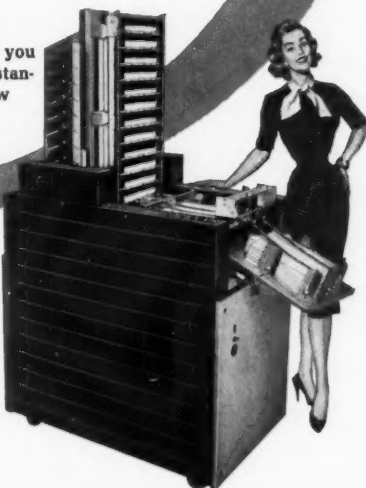
Miehle-Goss-Dexter, Inc., Chicago, has opened a sales office at 3032 Bank St., Charlotte, N.C. Manager is W. C. Henkel.

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- All 12 stations can be loaded in a minute. No adjustments necessary for weight or finish of stock
- Each station will handle approximately 1/2 ream of 3" x 5" to 11" x 14" stock in most weights and finishes
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ALSO, SULPHITE BUSINESS PAPERS AND NEW CUT-SIZE EXECUTIVE PAPERS BY KIMBERLY-CLARK

Is Your Plant Layout a Help or a Hindrance? (Concluded from page 69)

accurate. Water-developed blueprints often shrink. Sometimes the print shows a different floor than the one to be occupied. There may be setbacks or changed stairways on upper floors, and columns are smaller than on the lower floors. So a new drawing, to exact scale and indicating leaders, water pipes, drains, and wall-type radiators, should be made.

When the drawing is complete, six or more black-on-white nonshrink prints should be made to afford management the opportunity of considering several layouts at the same time. Very often a good idea is lost track of when other arrangements are tried on a single print.

Trace the outlines of the templates when they have been arranged on the print in a fairly acceptable order. Then

try alternate arrangements to see if improvements can be made. Every time an arrangement looks good, outline the templates and put that layout aside. The final layout, which will be the most acceptable compromise, will be a composite of the best features.

It is easier for those who construct their own buildings to obtain good layout because a building is roughed out before the layout is made. When a really good layout is accomplished, the building is designed, within limitations, around it. Management, the layout man, and the architect must work together.

It is nearly impossible to cover completely the subject of designing a new building to fit the needs of the combination plant. And if the ideal building could be designed for any company, it

would not be ideal 10 years from now.

In the illustration on page 69 a number of basic rules have been satisfied in a general way. Such things as work flow, paper travel, centralization of services, storage, etc. have been considered. Expansion without undue work interruption has been taken care of. This is just one example of how convenience may be built into a plant. No attempt has been made to obtain a correct area ratio for various departments because this figure differs in every organization.

The thing that management must remember is that once the plant is laid out and machinery set up, the plan has to be lived with for a number of years. And a layout that results in loss of productive time will cost a lot of money each year.



Charles W. Latham will answer questions on offset lithography. Enclose self-addressed envelope and direct your inquiry to *The Inland and American PRINTER and LITHOGRAPHER*, 79 W. Monroe, Chicago

Q

WE SEEM to have more than our share of plate troubles. Would air conditioning in the plate department materially reduce the number of bad plates?

A

YOUR QUESTION is wide open at both ends. In the first place, much depends upon the type of plate you are using and the kind of trouble you are having. Air conditioning has been found to reduce carelessness, accidents, and mistakes in hot, humid weather. It is a matter of human comfort and applies to any department in the plant. So the comfort factor would probably help raise the average quality of your plates and increase production.

If you are using presensitized plates, humidity and temperature control will have little effect upon the chemicals or coatings used because they are pretty well stabilized.

With the larger wipe-on plates the rate of evaporation could be a factor. On warm dry days evaporation is rapid, and on humid days it is slow. Air conditioning would aid uniformity.

Bichromated colloids as used on grained surface plates are sensitive to humidity. Dark reaction is very rapid, and exposure time must be short on warm, humid days. These plates keep very well and can be held fairly uniform in cool, dry air. So air conditioning can be of great value where these plates are made.

Deep-etch plates using a bichromated gum coating will also benefit from a controlled atmosphere. They coat more uniformly, age less rapidly, and development is more easily controlled. Developers are more stable now than formerly but the coating can get tacky on warm humid days. Trouble may be experienced in the vacuum frame due to excessive tack.

When plates with a bichromated coating are exposed in a photocomposer, air conditioning is almost a must. On warm humid days, plates get tacky and cause trouble in the machine. Dark reaction can easily ruin a plate while it is receiving the many exposures required. The early exposures will not match later ones in tonal strength.

Bichromated coatings, surface or deep-etch, should go through a conditioning period before exposure. This allows the ammonia to evaporate and also brings the coating into moisture balance with the air. Because exposure

time must be varied with changes of moisture content in the coating, this conditioning period is important. We have no simple method of measuring the moisture in the coating, so we balance it with the air and measure the RH of the air. Then the exposure can be determined by the chart.

Air conditioning is of value to all smoothing-down operations. A man can do a more uniform job of lacquering if air temperature and humidity are constant. The same applies to the rub-down of developing ink, the etch, and the gum and asphaltum.

To spread a solution and rub it down to the required thickness on a large plate requires a certain amount of skill. It is important that it be done uniformly from plate to plate, but it is difficult to be accurate even when the viscosity and evaporation rate of the solutions stays the same. It is almost impossible to do when temperature and humidity vary.

So when we consider the comfort factor that may lead to fatigue, mistakes, and spoilage, air conditioning is good. If we are confronted with dark reaction, varying sensitivity, and poor rub-down conditions, air control is necessary. And if we throw in a photocomposer, air conditioning becomes a must for uniformly high-quality plates.



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Southern Paper Co.

CINCINNATI, OHIO
Chatfield Paper Corp.

CLEVELAND, OHIO
Cleveland Paper Co.
Reese Paper Company

COLUMBUS, OHIO
Cincinnati Cordage & Paper Co.

DALLAS, TEXAS
E. C. Palmer & Co.

DAYTON, OHIO
Chatfield Paper Co.
The Jack Wallick Paper Co.

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Western Newspaper Union

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Weber Paper Co.

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McMurry-Martin Papers, Inc.

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MOBILE, ALA.
Weaver Paper Co.

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RALEIGH, N. C.
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READING, PA.
J. L. N. Smythe Co.

RICHMOND, VA.
Virginia Paper Co.

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Dillard Paper Co.

ROCHESTER, N. Y.
Fine Papers, Inc.

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Western Newspaper Union

ST. LOUIS, MO.
Beacon Paper Co.
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Virginia Paper Co.

WICHITA, KANS.
Wichita Paper Co.
Western Newspaper Union

WILKES-BARRE, PA.
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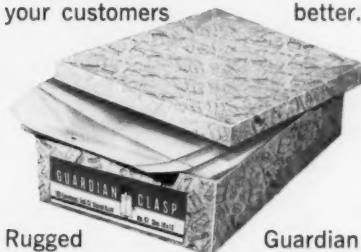
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Count off the reasons Guardian Clasp® envelopes will serve you and your customers better.



Rugged Guardian stands up to duty. Gives a sharp, crisp impression. Carries colors proudly. The only clasp envelope that gives you a choice of all three

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— Glazed, Natural or Gray — with quick availability of all sizes at all times. Order Guardian — now in the handier-to-handle box with easy-open Finger-Tip Top—from your nearby Paper Merchant.



UNION ENVELOPE COMPANY

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Old Colony
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WINSTON D. MARRASCHETTI



Bribery

A Quicksand Battleground

WE ALL KNOW that offering a "fiver" to a policeman to kill a speeding ticket is bribery. It is considered both immoral and illegal. In many cities, it's one of the quickest ways to end up in the presence of a judge—and a deflating and expensive experience.

We all know, too, that bribery of public officials and employees is against the law. What is not so well known, however, is that in many states bribery of the personnel in private companies—to obtain orders, inside information, or noncompetitive prices—is just as illegal. The practice is called "commercial bribery."

In those states with laws on the subject, you will find that the penalties can be rather high. Damages, over and

above the actual damages incurred, can be assessed against both the briber and the bribed. Even when no criminal charges are proved, the effect on reputations can be ruinous. In states without such laws, there are still legal avenues open to firms whose employees are caught taking bribes.

The key word is "caught taking." One reason bribery is so wide-spread is the difficulty of actually proving a charge in a court of law. Bribery under the guise of entertainment is especially hard to pin down legally.

That the practice is morally wrong, regardless of law, is generally admitted. Too often, however, firms and salesmen buying business through bribery justify it by claiming "that's the way

business is done these days." They say if they didn't, someone else would. Some accounts, I am told, can be cracked only in this way.

A few greedy buyers will, of course, encourage the offering of bribes, and an even greater number will take them if offered. These latter, however, may lack either the avariciousness or intestinal fortitude to make the first move.

Bribery takes two to make it work: the one who takes, plus the one who gives. Except when he is bluntly propositioned, the salesman who offers the bribe makes the first move and is thus as guilty as the buyer.

Aside from the moral restraints against pay-offs (either you agree with me on this or you don't), there are overpowering practical objections to them.

First, bribery, in effect, is a matter of price cutting, because price gouging will be caught by the customer somehow, sooner or later. As a result, the printer gets less for his work by the amount of the bribe, whereas the customer doesn't get the benefit of the price cut. One of his employees does.

Second, sooner or later you get into a competition on the size of the "offering." By replacing bidding on actual work with bidding on the amount of the bribe, you are in even worse competition. You have merely shifted operations to a quicksand battleground and have offered to take on the shady, the conniving, and the dishonest. Regardless of how well you dress, how grand a car you drive, you have joined the rat pack, and it isn't long before your competitors and your customers know it. Such alliances can destroy reputations.

You may, of course, get some business by working the shady side, but
(Turn to page 146)



Hub Mail, Boston direct mail printing firm whose name can be dialed for phone connection, has sent out two-color, 8½x4, four-page promotion folder. Pages 1 and 3 are shown; page 2 was blank, and page 4 listed company's various services.



ENGINEERED FOR PERFORMANCE

ROYAL ZENITH'S FEEDBOARD

The first step for perfect register is the feedboard. Sheets move down Royal Zenith's uncluttered feedboard on endless, pulsating tapes, positively guided by rubber rider wheels. The sheets are precision-positioned with three-point register control. A quick, one-hand adjustment moves the tapes for different sheet sizes. Both side and front guides can be set while the press is in operation. The electronic two-sheet caliper is precision-set in seconds, by fingertip adjustment. A vacuum hold-down holds the stream in position while a faulty sheet is removed, and production can be resumed without clearing the board.

ALL standard adjustments are made by hand with simple knurled knobs—no tools required.

Royal Zenith's exclusive feedboard is only one part of the Royal Zenith story. Get the whole story on the performance-engineered

ROYAL ZENITH 23, 25, 30

ROYAL ZENITH CORPORATION

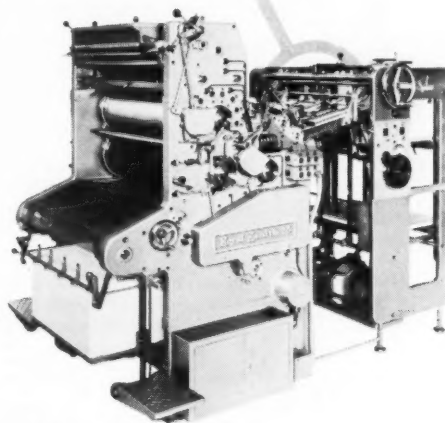
180 Varick Street, New York, N.Y.

619 W. Washington Blvd., Chicago, Ill.

1350 South Broadway, Los Angeles, Calif.

PARTS AND SERVICE NATIONWIDE ON A 24-HOUR BASIS

ALSO FROM ROYAL ZENITH: ROYAL ZENITH PAPER CUTTERS, ROYAL ZENITH STEP-AND-REPEAT MACHINES, ROYAL ZENITH COLOR SCANNER



Nekoosa to Purchase, Distribute Color Film

Nekoosa-Edwards Paper Co. plans to purchase and distribute 10 copies of a color motion picture which the Education Council of the Graphic Arts Industry is producing to depict graphic arts industry executive and professional career opportunities for young people. Production of this film for first showing in August is a joint project of the council and the International Association of Printing House Craftsmen.

Harry Brinkman, president of the council, said that this cooperation from Nekoosa-Edwards would provide sufficient funds to produce the film on schedule.

G. E. Veneman, vice-president and director of sales for Nekoosa-Edwards, expressed "complete accord with the council's effort to attract high-caliber young people into the graphic arts industry. We are pleased to be of assistance in this project and hope it will do the job."

Set NYEPA Annual Meeting

Governor Robert B. Meyner of New Jersey will be guest speaker at New York Employing Printers Association's 96th annual dinner meeting May 22 at the Statler-Hilton Hotel. Certificates for completing 25 years of continuous membership will be presented to 31 firms, raising the total to 176, representing 17% of the total NYEPA membership.

W. G. Young

Named to

CCC Board



William G. Young, president of Miller Printing Machinery Co. of Pittsburgh, has been elected to serve on the board of directors of Miller's parent organization, the Commercial Credit Co.

Commercial Credit is a billion-dollar holding company, with nearly a hundred subsidiary companies in various lines of business, including industrial loans, financing, insurance, and manufacturing. Mr. Young will represent CCC's manufacturing interests on the board of directors.

In addition to his responsibilities as president of Miller and board member of Commercial Credit, Mr. Young is also active in the management of Miller's own subsidiary companies. He is president of the Kerotest Division, a manufacturer of industrial valves, and chairman of the board of Miller's German affiliate, Maschinenfabrik Johannisberg, G.m.b.H. This firm manufactures Miller-designed equipment for the export market, as well as a separate line of letterpresses of their own design.

William Hewitt

Is Intertype

General Mgr.



William L. Hewitt has been promoted to the position of vice-president and general manager of the Intertype division of Harris-Intertype Corp. He was formerly vice president—operations.

Mr. Hewitt will assume responsibility for engineering and financial functions in addition to Intertype's sales and manufacturing operations.

He joined Intertype in 1954 and served as controller before becoming vice-president of operations. Formerly he had been vice-president and controller of American Bosch-Arma Corp. and had held various management positions during 14 years with General Electric Co. He is a 1932 engineering graduate of Union College, Schenectady, N.Y.

Credit Unions Increase

The number of credit unions owned and operated by employees of newspaper, printing, and publishing firms in the United States and Canada has risen to 578, according to the Credit Union National Association. Eleven new unions were formed in 1960 and one thus far in 1961.

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by
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Your Sorg distributor will be happy to furnish you with SOREX swatch books and sample sheets for your own testing and examination. Phone him today!

Whether you use sparkling, bright WHITE SOREX, or rich, soft-toned CREAM SOREX, you'll be instantly impressed with the beauty of the sheet . . . with the way it brings out the best in printed pieces ranging from displays to catalog covers.

And what's more, cylinder-made SOREX is rated tops in all-around strength and stamina. That's why you can be sure that jobs printed on SOREX will retain their smartness, beauty, "just-off-the-press freshness"—even through the rough and tumble of everyday handling.

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MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • TENSILEX
GRANTEX • PARCTEX

N.Y. & Penn.

Appoints

E. Sannuto



Eugene Sannuto, graphic arts consultant, has been appointed printing services representative for the New York & Pennsylvania Co. In this newly created position he is providing special technical assistance for printers and lithographers. Requests for his help on printing problems relating to paper may be addressed to him at the company's headquarters, 230 Park Ave., New York 17.

Mr. Sannuto has had 30 years of printing and paper experience. He joined a printing firm when he was 16 and became pressroom foreman. From 1945 to 1952 he owned and operated a lithographic printing business. After three years as a private graphic arts consultant, he joined the St. Regis Paper Co., and was Eastern sales-service representative for six years before he became associated with New York & Penn. He is a member of the Salesmen's Association of the Paper Industry and the Litho Club of New York City.

Stecher-Traung Co. Observes 75th Year

(Concluded from page 99)

ing department is equipped with four step-and-repeat machines ranging in size from 45x59 inches to 54x76 inches, and supplementary equipment. Three varnishing machines provide sheet sizes up to 51x76 inches.

The plant's finishing department has five automatic spacing cutters of 80x80 inches maximum sheet size, 10 other specialized cutters, a perforator, paper drilling machines, calendar-tinning machines, a cryptographing code machine, and folding box finishing machinery.

In bindery equipment there are five folding machines handling sheet sizes up to 39x64 inches, and a modern stitcher.

The plant operates a special reprint department housing four vertical presses.

In products, Stecher-Traung is as diversified as a lithographic firm can be. Although the company first established its reputation as a label maker, label production today is only one facet of its operations. The firm's two plants produce a wide variety of advertising material, books, catalogs, seed packets, folding boxes, broadsides, booklets, greeting cards, merchandise cards, and gift wraps—to mention only the major products.

Despite rising costs which characterize the industry today, Stecher-Traung's future seems bright. Earnings (before taxes) have continued to rise year after year, attaining an all-time high in 1960 of \$1,667,334—a 41% increase over 1959. Sales in 1960 were the greatest in Stecher-Traung's history, \$18,474,091—an increase of 19% over 1959.

Hillison & Etten Co. Acquires McKiernan Firm

The Hillison & Etten Co., Chicago advertising printers, has acquired George F. McKiernan & Co., also of Chicago, as a division of the parent organization. McKiernan was founded in 1895. George F. McKiernan, Sr., president, was recently elected vice-president in charge of the H&E division.

Deegan Heads PI of Miami

Edward E. Deegan, Atlantic Printers, Miami Beach, Fla., has been elected president of the Printing Industry of Greater Miami. Other new officers include William W. Uhle, Miami Post Publishing Co.;

Robert Hardwick, Commercial Press, Inc., and A. B. Carter, Sr., Advance Press, Inc., vice-presidents, and John Copuzelo of Hampton Press, treasurer.

American Type Founders Adds 13 New Casters

American Type Founders Co. has installed 13 additional high-precision casting machines to step up production of foundry type. Each machine has a permanent mold for only one size to meet the close tolerances involved in precision casting molten metal alloys, according to Jan van der Ploeg, type sales manager. The 13 machines cover the entire size range of ATF foundry type.

Flint Inks

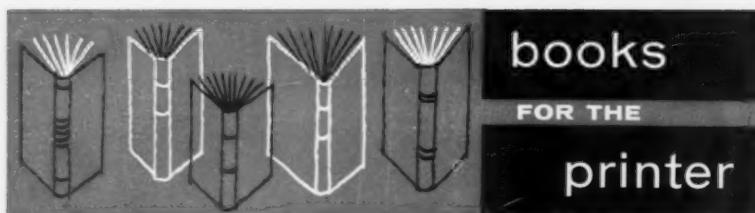
INK—at its best

NEVER BEFORE such quick drying, such long press life and such sharp, clean offset printing.... Here, at last, are inks with every fine quality you have wished for.... **INSTA-LITH INKS** deliver RUSH jobs on time, increase profit-making production through long mileage and elimination of down time.

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The Inland and American Printer and Lithographer maintains a Book Department. A Book List may be obtained by writing the magazine, 79 W. Monroe St., Chicago 3. When so noted, books reviewed here may be obtained by sending money order or check with order. Price includes 35¢ handling charge

British Directory Lists The World's Papermakers

PHILLIPS' PAPER TRADE DIRECTORY OF THE WORLD, 1961 (S. C. Phillips & Co., Ltd., Alliance House, 50-51 Fetter Lane, London, E.C.4, England. \$6.09).

This directory lists the world's paper manufacturers alphabetically within each nation. Brief information about each papermaker includes the locations of mills, offices, and agents; the type of paper produced; the number of tons of each type produced annually, and the number and size of the firm's paper-making machines.

The directory also has a classified section which lists various paper products alphabetically. Producers of each product are subdivided by country and listed alphabetically. Also included in the book is a glossary of trade terms and a table of equivalent weights as well as lists of the British merchants, agents, converters, bag and carton manufacturers, water marks, trade customs, and standard sizes.

Ways to Produce Letters

LETTER REPRODUCTION (Direct Mail Advertising Association, Inc., 3 E. 57th St., New York 22. No charge to members; \$5 to nonmembers).

Subtitled "How to Select the Process for the Purpose," this new spiral-bound booklet includes sample letters produced by eight processes with a description of the process used following each sample. Samples were produced by flat-bed letterpress, automatic typewriter, Multigraph, triple-head Multigraph, offset, direct-image offset, facsimile handwriting, and mimeograph.

How to Figure Costs

ESTIMATING & PRICING FOR THE GRAPHIC ARTS INDUSTRY by Theodore P. Von Bosse and I. J. Borowsky (PRINTER AND LITHOGRAPHER Book Dept. \$4.35).

This 96-page manual shows various methods of figuring costs of labor, equipment, and overhead. With the aid of examples and sample worksheets, it demonstrates methods of calculating operating costs, upon which proper and profitable price estimates can be based.

Instruction on Editing Business Publications

EDITOR'S MANUAL by Cortland Gray Smith (Published by the author, 248 Circle Dr., Plandome, N.Y. \$15 per copy; two copies for \$25; additional copies to the same organization, \$10 each).

This volume, subtitled "Functions and Techniques of Business Publication Editing," gives a clear and thorough presentation of the editor's work. It describes his duties in detail and tells how his work is organized and how a publication is produced.

This book could be a very helpful handbook for journalism students and apprentice editors. It is doubtful that anyone with a year or two in the field will find much that is new in it, but it will save experienced editors valuable time in training new staff members.

Engravings by Mail

1961 STOCK CUT CATALOG (Crech Engraving Co., P.O. Box 717, Whittier, Calif. \$1).

Cuts in any size may be ordered from this 32-page catalog. It includes hundreds of stock engravings, including cuts of animals, trademarks, association emblems, anchors, eagles, trumpets, and many others.



A bust of Benjamin Franklin has been presented to the Printing Industry of Atlanta, Inc. by the Association of Georgia Printers. It is in PI of Atlanta's McArthur Memorial Library.

Records Conference Of Research Institutes

ADVANCES IN PRINTING SCIENCE AND TECHNOLOGY—VOLUME I. PRINTING INKS AND COLOR (Pergamon Press, 122 E. 55th St., New York 22, \$12.50).

Twenty-nine papers and discussions, recorded at the Fifth International Conference of Printing Research Institutes, are contained in this 352-page volume. The conference was held in 1959 at Lehigh University in Bethlehem, Pa., with the National Printing Inks Research Institute serving as the host.

The book was edited by Dr. W. H. Banks of Great Britain's Printing, Publishing and Allied Trades Research Association. Among the subjects covered are the influences of paper, inks, and press on color; the chemistry and physics of lithography, color control and separation; color measuring instruments; control of ink film thickness on presses, and ink colorants, transfer, and rheology.

Records of 1960 Litho Conference Held in England

LITHOGRAPHY IN 1960 (Printing, Packaging and Allied Trades Research Association, PATRA House, Randalls Rd., Leatherhead, Surrey, England. \$14.70 to PATRA members; \$29.40 to nonmembers. Address inquiries and orders c/o Librarian).

This book contains the text of the papers read at the PATRA Offset-Litho Conference held in Harrogate, England, in February, 1960, and the discussion on each of them. It also includes reports and recommendations of conference committees regarding improvements in quality and efficiency in the lithographic field. Liberal use is made of diagrams, charts, and photographs to supplement the text.

An interesting feature of the book is that four major sections have been set on film by four film processes—Lino-film, Photon, Monophoto, and Fotosetter. Each section is clearly identified regarding the type face and phototypesetting process used.

DMAA Library Catalog

THE DMAA LIBRARY AND HOW TO USE IT (Direct Mail Advertising Association, Inc., 3 E. 57th St., New York 22. No charge to members; \$2 to nonmembers).

About 1,200 subjects of successful direct-mail campaigns are listed in this catalog. The campaigns are on file in the DMAA library in New York City where they are available for study. The association will ship them to members for use during a limited period. They are available to anyone in the library.



Try a roll of film savings

With Chemco Roll Film you save up to 30%

Simply by adopting Chemco Roll Film and roll film methods you can reduce present sheet film costs up to 30%. What's more, you will also increase your negative production and reduce film waste and spoilage. ¶ If these promises of improved efficiency in your camera department intrigue you, then write or phone us for the complete story.



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Mr. Brewington will answer machine problem questions addressed to him in care of this magazine.

Several Causes Of Ear Damage

AN OPERATOR has forwarded a matrix which has been sheared off on the upper ear and shows a slight amount of wear on the front lower ear. He stated that it represents the condition of the entire font, although it has progressed gradually to this condition.

The upper ears were undoubtedly sheared by the rear distributor screw; but apparently the mats did not bind, and the distributor parts presently show no great amount of wear, he reported. The distributor box lift is set as high as possible. Advised by a fellow operator that the lower ear (lug) wear was caused by the glass assembler entrance on an old Model 8, he replaced it with one of flexible material which is recommended by the manufacturer of the machine, but the trouble continued.

The matrix specimen shows, under its front lower ear, metal removed in travel wear, which to that extent raises its face in the line when cast bold, thereby resting its weight upon the duplex rail in alignment. The overhanging point at the lower corner of the ear is produced principally by the shock against the front face plate, changing its slanting drop from the magazine to a vertical drop into the assembler.

The operator should open the front cover and note the grooves worn there by dropping mats in the course of years. Some machines use a flexible thin sheet of soft material which absorbs this shock, keeping ear bruise negligible. The front cover should fit snugly at the top of the assembler entrance cover to avoid ear contact there. A fiber assembler entrance cover is more desirable as it permits use of a file on its upper bevel face to further protect the lower front ear from damage by shock.

The mat lift lip should slip freely underneath the mat to elevate it as high as possible into the traveling spiral grooves. The grooves carry it a short

distance over the upgrade of the upper box rails where the descending lift permits the upper ears of the mat to settle.

With long use, a dent or depression develops in the grade line, the mat resists the effort of the spiral to carry it upgrade to the bar, and spiral wear occurs on the upper ear.

Again, the upper rails may bind the edge wall of the passing mat and cause resistance and spiral wear as shown. The front plate upper rail should lie close to the lower spiral without touching, and the back plate upper rail should permit the mat to pass close by, but not touch.

Sometimes the distributor bar and box rails are not in harmony either horizontally or vertically. The bar does not lie at true center between the upper rails, or the mat's upper ears are carried too high into a bind against the bar. In addition, the upper rails may not elevate the ears sufficiently for frictionless entrance upon the bar rails.

A proper adjustment, using a new pi mat, permits horizontal and vertical freedom, since it surrounds the mat while it sits on its upper ears at the extreme end of the upper rails. The lower front ear will then fully penetrate, but not touch, the back wall of the lower spiral. An upward touch will slightly lift the ears from their bed on the upper rails, and the foot of the mat will be permitted a free, horizontal swing.

Bedding of the distributor box must be positive with no play upon its bed dowels. Any variation there should be corrected to produce matrix freedom upon the upper rails.

The lower ear of the mat, carrying most of its weight in the magazine, is considerably reduced in height, and little side burrs, produced by travel friction, are visible. This, along with other wear, indicates a long period of service.

Box Lift Adjustment

Distributor box lift—Adjust to lift matrices $\frac{3}{8}$ of an inch above the distributor box rails.

Entertainment Often Guise for Bribery

(Concluded from page 140)

you certainly will not gain any respect.

Finally, the technique of buying business, over and above price cutting, is a sloppy, easy substitute for sound competitive selling. It eliminates fair pricing, the need for efficient production, prompt service, and high quality. The salesman relying on the "kept" buyer usually finds whatever genuine sales ability he once had to have grown rusty or even to have vanished.

Up to this point, my use of the word "bribery" has implied an actual cash payment to the unscrupulous printing buyer.

Let me make it clear that I also include the far more prevalent furnishing of goods or services at no cost to the buyer. Also included are the tabs, picked up every day by salesmen under the guise of entertainment, but which are actually bribes thinly veiled by our expense-account outlook.

Most business entertainment is a far cry from bribery, but it can set up a route to bribery that even a well-intentioned but unwary salesman can find himself traveling.

This is the route where the buyer wouldn't dream of suggesting a cash or gift offering. The salesman, however, suddenly finds his buyer so busy that he can free himself only for lunch. Soon this becomes a dinner affair, and then an evening on the town.

It is obvious how normal customer entertainment could grow into just such a deplorable situation. What guide can the salesman follow?

Such a guide is less obvious; it certainly can't be spelled out in detail. A certain sophistication on the part of the salesman is essential—this must grow out of experience and innate sensitivity to such matters (see "Why Do You Entertain Buyers?" Salesmen's Clinic, March 1960). Development of this ability will help you become aware of an incipiently dangerous situation in time to head it off.

If caught up in the situation, you should discuss it with your employer, if he is unaware of it. You will find many graphic arts associations (or Better Business Bureaus) well equipped to handle the matter in a confidential but nevertheless effective way.

Of course, you must remember to use the time formerly spent in entertaining to find legitimate ways of regaining inevitably lost business—or of getting new accounts in its place.

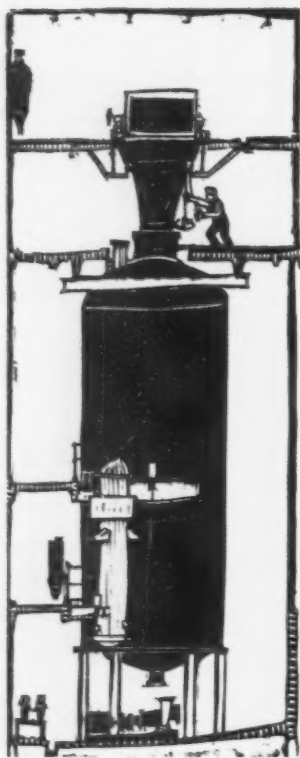
And be certain your own predisposition for eating out doesn't make you easy prey to the veiled suggestions of the greedy buyer.



MOBILE VELLUM

H&W

HOLLINGSWORTH & WHITNEY
Division of Scott Paper Co



These woodcuts by Ted Davies show the digester stage in the making of H&W's fine papers. Select pulpwood chips are funneled into huge digesters, then pressure cooked to produce pulp. Filling of a digester through an overhead chip chute is the subject of the large woodcut. Reproductions of this original art, without lettering and ready for framing, are available upon request.

MOBILE VELLUM

Its extra bulk, high brightness and even formation make Mobile Vellum an outstanding paper for offset reproduction of covers, presentation folders, programs, reply cards, broadsides. This insert is 100 lb. basis. Note its feeling of quality, its extra thickness. For example, in the lighter weight, 67 lb. basis, Mobile Vellum will meet government postcard regulations for caliper at about 70 percent of the weight of tag of equal thickness.

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Los Angeles.....Kirk Paper Co.

COLORADO

Denver.....Dixon & Co.
Pueblo.....Dixon & Co.

CONNECTICUT

Bridgeport.....Geo. W. Miller & Company
Hartford.....Rourke-Eno Paper Co., Inc.
New Haven.....Rourke-Eno Paper Co., Inc.

FLORIDA

Jacksonville.....Virginia Paper Co., Inc.
Miami.....E. C. Palmer & Co.
Tampa.....E. C. Palmer & Co.

GEORGIA

Atlanta.....Dillard Paper Co.
Atlanta.....Howard Paper Company

IDAHO

Boise.....Dixon & Co.

ILLINOIS

Chicago.....Atwood Paper Co.
Chicago.....Empire Paper Co.
Chicago.....Hobart Paper Co.
Chicago.....McIntosh Paper Co.
Chicago.....Messinger Paper Co.
Chicago.....Parker, Schmidt & Tucker Paper Co.
Chicago.....James White Paper Co.
Rock Island.....C. J. Duffey Paper Co.

INDIANA

Fort Wayne.....Taylor-Martin Paper Co.
Fort Wayne.....The Millcraft Paper Co.
Indianapolis.....Indiana Paper Co.
Indianapolis.....C. P. Lesh Paper Co.

IOWA

Des Moines.....Western Newspaper Union
Sioux City.....Western Newspaper Union

KANSAS

Wichita.....Western Newspaper Union

LOUISIANA

New Orleans.....Alco Paper Co.
Shreveport.....Western Newspaper Union

MAINE

Portland.....C. M. Rice Paper Co.

MARYLAND

Baltimore.....Bradley-Reese Co., Inc.
Baltimore.....The Mudge Paper Co.
Baltimore.....Stanford Paper Co.

MASSACHUSETTS

Boston.....Andrews Paper Co.
Boston.....Century Paper Co.
Boston.....Colonial Paper Co.
Boston.....Tileston & Hollingsworth Co.
Springfield.....Rourke-Eno Paper Co., Inc.

MICHIGAN

Detroit.....Chope-Stevens Paper Co.
Detroit.....The Union Paper & Twine Co.
Grand Rapids.....Grand Rapids Paper Co.
Lansing.....The Dudley Paper Co.
Saginaw.....The Dudley Paper Co.

MINNESOTA

Minneapolis.....Butler Paper Co.
Minneapolis.....C. J. Duffey Paper Co.
Minneapolis.....Minnesota Paper & Cordage Co.
Minneapolis.....The Paper Supply Co., Inc.
St. Paul.....Anchor Paper Co.

MISSISSIPPI

Jackson.....Townsend Paper Co.

MISSOURI

Kansas City.....Wertgame Paper Co.
Springfield.....Wertgame Paper Co.
St. Louis.....Bascon Paper Co.
St. Louis.....Birmingham & Prosser Co.
St. Louis.....Tobey Fine Papers, Inc.

MONTANA

Billings.....Dixon & Co.

NEBRASKA

Lincoln.....Western Newspaper Union
Omaha.....Western Paper Company

NEW HAMPSHIRE

Concord.....C. M. Rice Paper Co.

NEW JERSEY

Hackensack.....Garfield Card & Paper Co., Inc.
Newark.....Paper Mart, Inc.

NEW MEXICO

Albuquerque.....Dixon & Co.

NEW YORK

Albany.....W. H. Smith Paper Co.
Binghamton.....Binghamton Paper Co.
Brooklyn.....Price Nocks Paper Company
Buffalo.....Franklin-Cowan Paper Co.
New York.....Advertisers Paper Corp.
New York.....Barclay Paper Co.
New York.....Crown Paper Corp.
New York.....M. M. Elish & Co.
New York.....Olympic Paper Co., Inc.
New York.....Saxon Paper Corp.
New York.....Lindenmeyr-Schlusser Co.
Rochester.....Fine Papers, Inc.
Rochester.....Genesee Valley Paper Co.

NORTH CAROLINA

Charlotte.....Virginia Paper Co., Inc.
Hickory.....Snyder Paper Co.
High Point.....Snyder Paper Co.
Raleigh.....Epes-Fitzgerald Paper Co.

NORTH DAKOTA

Fargo.....Western Newspaper Union

OHIO

Cincinnati.....The Johnston Paper Co.
Cincinnati.....Merchants Paper Co.
Cleveland.....Gascon Paper Co.
Columbus.....Cincinnati Paper & Cordage Co.
Columbus.....Scioto Paper Co.
Dayton.....Hull Paper Co.
Toledo.....Paper Merchants, Inc.

OKLAHOMA

Oklahoma City.....Western Newspaper Union
Tulsa.....Western Newspaper Union

PENNSYLVANIA

Philadelphia.....W. B. Killhour & Sons, Inc.
Philadelphia.....Whiting-Patterson Co., Inc.

Pittsburgh.....Chatfield & Woods Co.
York.....W. B. Killhour & Sons, Inc.
York.....The Mudge Paper Co., Inc.

RHODE ISLAND

Providence.....Narragansett Paper Co.

SOUTH CAROLINA

Columbia.....Epes-Fitzgerald Paper Co.

SOUTH DAKOTA

Sioux Falls.....Western Newspaper Union

TENNESSEE

Memphis.....Western Newspaper Union

TEXAS

El Paso.....Dixon & Company
Houston.....Benson Paper Co.
Houston.....E. C. Palmer & Co.
San Antonio.....Natho Paper Co.

UTAH

Salt Lake City.....Dixon & Co.

VIRGINIA

Norfolk.....Epes-Fitzgerald Paper Co.
Richmond.....Virginia Paper Co.

WASHINGTON, D. C.

Washington.....Stanford Paper Co.
Washington.....Virginia Paper Co.

WISCONSIN

Appleton.....Woelz Paper Co., Inc.
Green Bay.....Steen-Macek Paper Co.
Milwaukee.....Oshkosh Paper Co.
Milwaukee.....Wisconsin Paper & Products
Oshkosh.....Oshkosh Paper Co.

EXPORT ONLY

NEW YORK

New York.....Moller & Rothe, Inc.
New York.....Fred C. Strype, Inc.

PRINTED OFFSET ON MOBILE VELLUM, 22½ x 28½—200/M

25 x 38 HARRIS TWO COLOR

THIS SAMPLE IS PERFORATED FOR EASY REMOVAL

Hollingsworth & Whitney Division
SCOTT PAPER COMPANY



Devoted to timely items concerning men associated with the graphic arts industry. Copy must reach the editor by 15th of the month preceding issue date.

Edward C. Lawson has been named comptroller of the Metropolitan Printing Co., Portland, Ore.



Edward C. Lawson



W. R. Winkler

William R. Winkler has been named New York sales manager for the Safran Printing Co., Detroit.

William Bullough has joined Editors Press, Inc. of Hyattsville, Md., as sales manager.

Warren Marlow has resigned his position with the Delzer-Marlow Lithograph Co., Waukesha, Wis.

Richard A. Gilbert has joined the Mead Corp., Dayton, Ohio, as a member of the staff of H. T. Mead, vice-president of finance.

T. E. Wilder has been appointed regional sales manager for the Flint Ink Corp., Detroit.

Bruce A. French has been appointed sales representative for the Miller Printing Machinery Co., Pittsburgh.



Bruce A. French



Jerry Smiley

Jerry Smiley has joined the National Publishing Co., Washington, D.C., as account executive. He was formerly production manager of the *Rural Electrification* magazine.

Louis M. Bloomberg has been elected president and treasurer of the Wolf Detroit Envelope Co., and the Cadillac Lithographing Co., Detroit. **Walter Laib**, the former president of both firms, has retired but will remain as a member of the board.

John H. Mahler was named secretary of the two companies.

C. E. Lunsford has been named assistant to the western sales manager for industrial products, Kimberly-Clark Corp., Neenah, Wis.

Morton E. Kapp, vice-president of Superior Ink Co., Inc., New York City, died on Feb. 18 at the age of 65. Associated with the ink firm for 30 years, Mr. Kapp was a past president of the National Association of Printing Ink Makers.

Donald O. Collins has been promoted to production manager of Gilbert Paper Co., Menasha, Wis., a subsidiary of the Mead Corp.

Thomas J. Ferrara has been appointed sales representative for the Carbon Prod-

ucts division of Port Huron Sulphite & Paper Co., Port Huron, Mich.

Mrs. Virginia L. Beattie has joined Foote & Davis, Inc., Atlanta printing firm, as director of public relations.

James G. Leonard has been elected to the board of directors of the Kingsport Press, Inc.

Roy D. Baltozer has been advanced to plate department foreman for Rust Craft Publishers, Dedham, Mass.

Richard G. McGuirk has been appointed sales representative for Finch, Pruyn and Co., Inc., Glens Falls, N.Y.

Dale Crippin has been named president of the Wertgame Paper Co., Kansas City, Mo., a subsidiary of the Champion Paper & Fibre Co. Succeeding him as president

**A real
profit-maker
in the
letterhead
market!**

Customers keep
coming back for
this remarkable paper
that erases with the flick
of an ordinary pencil eraser.

BETTER
GOTTON
FIBER
PAPERS

MILLERS FALLS EZERASE
BOND AND ONION SKIN

MILLERS FALLS PAPER COMPANY • MILLERS FALLS, MASS.

of the Bond-Sanders Paper Co., Nashville, Tenn., also a Champion subsidiary, will be **M. H. Chamberlain, Jr.**

E. B. Brundige has retired from his position as production manager of the Mead Corp.'s Chillicothe (Ohio) Division. Recent division personnel appointments include **Warren E. Henricks**, to assistant division manager; **Mason Hinkle**, production manager for paper machines; **William Berthold**, production manager for finishing, shipping, and specialty products; **John Carson**, production manager for conversion coating, and **Booker Bunch**, production manager for pulping and chemicals.

Daniel J. Gallagher, **Edward Wade**, **James Carney**, and **Raymond Welte** have

been named product managers for the Crescent Ink & Color Co., Philadelphia.

Albert E. Coffey, Jr., general manager of the Albert E. Coffey Co., has been named president of the Steel Die Engravers Association of Southern California. He succeeds **John Hendricks** of the Engravers Corp., Los Angeles.

Ira R. Kohlman has been named manager of technical services and color photography for LogEtronic, Inc., Alexandria, Va.

William Elkin has been appointed vice-president of sales for Acrolite Products.

William L. Becker has been appointed sales representative of lithographic offset blankets for the Vulcan division of Reeves Brothers, Inc., New York City.

Gordon R. Ewing has been named vice-president and general manager of Meredith Printing, Inc., affiliate of Meredith Publishing Co., Des Moines, Ia.



Burton M. Smith



Gordon R. Ewing

Burton M. Smith has been named sales manager of the collator division of General Binding Corp., Northbrook, Ill.

Al Hanson has been named eastern district service manager for the Lawson Co., a division of Miehle-Goss-Dexter, Inc.

Ray O. Winer has been appointed Chicago sales representative for the Hobbs Mfg. Co., Worcester, Mass.

L. V. Kane and **Nicholas Demes** have joined the Milwaukee branch of Sam'l Bingham's Son Mfg. Co.



A. E. Jungels



L. V. Kane

A. E. Jungels has joined the Ideal Roller & Mfg. Co., Chicago, as northern and central Illinois sales representative.

Vernon Storm, **Richard Frawley**, and **Leonard E. Auberger** have been assigned to the Atlanta; Parma, Ohio, and Chicago sales territories, respectively, for the Rapid Roller Co., Chicago.

Ray Schmitz has been named West Coast sales manager for Milprint, Inc., New York City. Succeeding him as San Francisco district manager is **James McFaul**. **Richard Gresham** has been assigned to the southern California sales territory as manager.

Edward W. Hoy, former vice-president of Burke & James, Inc., has joined the executive staff of Robertson Photo-mechanix, Inc., Chicago.

Leo Middlebrook has been named manager of the recently formed machinery division of Kleen-Stik Products, Inc., Chicago, manufacturers of pressure-sensitive products.

Ken Nelson has been appointed district sales manager of Varn Products Co., Inc., Flushing, N.Y.

William J. Davis has been appointed merchandising director of Permacel, New Brunswick, N.J.

Roy C. Kuhns, western sales manager, and **Spilman B. Gibbs**, assistant manager, photoproducts division, have been named vice-presidents of the Imperial Type Met-

Watermarked to identify a quality manifold.

Titanium treated for maximum brightness and opacity.

Smooth finish for fine halftone and color printing.

Uniform and bond-like for offset or letterpress.



FLETCHER MANIFOLD

Watermarked

Substance 9 (18 M)

You can't miss . . . when you choose FLETCHER MANIFOLD for printing jobs where thin papers are essential. Surpassing the exacting requirements for business forms, FLETCHER MANIFOLD also offers outstanding advantages for advertising and promotional literature. Large size sheets accommodate larger illustrations and a greater quantity of text without stepping up postage costs. Available in white and five bright colors.

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PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN

Send for new FLETCHER MANIFOLD broadside demonstrating this dual-purpose quality manifold.

al Co. Vice-president **William C. Otter** has been appointed general sales manager of type metals and **Edward Schuller**, eastern division sales manager of type metals.

Michael E. Papanoli is now president of the Ottawa Manufacturing Corp., Grand Haven, Mich. Mr. Papanoli was formerly with the Challenge Machinery Co.



Verne E. Crane



Michael Papanoli

Verne E. Crane has joined the Miehle Co., Chicago, a division of Miehle-Goss-Dexter, Inc., as Cincinnati territory manager. **W. C. Gibbs** has been transferred to the post of Philadelphia manager for the firm.

Walter E. Thomas has been elected president of George R. Keller, Inc., Washington, D.C., printing supply house.

Cal Priddy, sales representative for Ennis Business Forms, Inc., Ennis, Tex., has been assigned to the firm's North Dakota, South Dakota, and Iowa territory.

Harold E. Brown, former vice-president of the Strong Electric Corp., Toledo, Ohio, died Mar. 29. He had retired from the firm in 1960 after 25 years of service.

George T. Clarke, former plant superintendent of Miers Lithographing Service, has been named superintendent of Radnor Lithographing division of Radnor Graphic Arts, Radnor, Pa.

William Goff has been assigned to the Atlanta office of the Miehle Co., a division of Miehle-Goss-Dexter, Inc., as factory service representative.

Jack D. Schnelle has joined the Kendall Co.'s Fiber Division, Walpole, Mass., as Midwest sales representative.

R. S. Harlow has been named sales engineer for Anderson & Vreeland, Inc., Bryan, Ohio.

Lee G. Lair has been named Detroit sales manager for the Ideal Roller & Manufacturing Co., Inc., Chicago.



Julian A. Pollard



Lee G. Lair

Julian A. Pollard has been appointed Chicago sales office manager for Thomas Collators, Inc., New York City.

Angelo A. Luciarci, Jack Duke, Robert V. Fahey, and William Hoffman have

been appointed sales representatives for Fasson Products, Painesville, Ohio, a division of Avery Adhesive Products, Inc. **Leon Kantey** has been named manager of Fasson's Philadelphia sales district.

Edward G. Pettee, president of General Printing Equipment and Supply, Inc., Miami, Fla., has been awarded the 1960 Silver Matrix award from American Type Founders Co., Inc., Elizabeth, N.J. The annual award is made for outstanding sales and promotion of ATF foundry type.



Edward G. Pettee (l.), president of General Printing Equipment and Supply, Miami, Fla., receives the 1960 ATF Silver Matrix award from Ralph Novak, eastern regional sales manager for ATF's Type Division.

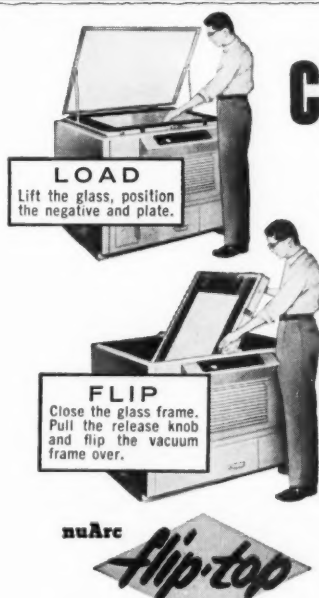


PLATE MAKER

Not only do you save on the initial cost of a flip-top unit . . . the set up cost is substantially reduced: no partitions, curtains, or exhaust systems because the light from its powerful arc lamp is contained within the cabinet. Save on floor space; flip-top units occupy a space only a few inches larger than the actual plate size. Save time—these simple to operate units can be controlled from one position by one operator.

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EXPOSE
Set the timer. Automatically controlled carbon arc lamp is built into the base with the reflector.

13:18	MODEL FT-18
17:24	MODEL FT-24
21:26	MODEL FT-26
28:32	MODEL FT-32
30:40	MODEL FT-40
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Feature: chrome plated precision straight edges on four sides; fluorescent lighting; metal construction. Shipped set-up, ready to use. Five sizes to 42 x 62. Send for Bulletin A217.

WHAT HAS BEEN YOUR LONGEST RUN ON FOTOPLATE* 8?

(S. D. Warren's new plate
for duplicators and small offset presses)

Have you used FOTOPLATE* 8 yet? If you have, we'd like to hear what *your* longest run has been (any other comments would be welcome, too!).

Some lithographers report runs of 10,000 to 20,000 with straight edge plates. How does this compare with

your experience?

If you haven't used FOTOPLATE* 8, the facts below will be of interest and you can get complete information by writing for our new booklet: "FOTOPLATE* 8 — Its Nature and Purposes." *S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.*

**If you haven't used FOTOPLATE* 8 yet,
here are facts about it you should know:**

FOTOPLATE* 8 is a negative-working, presensitized non-metallic lithographic plate specifically designed for duplicators and small offset presses. These are some of its advantages:

1. Lowest cost — FOTOPLATE* 8 has the lowest initial cost of any presensitized plate (12¢ for 8½" x 12" to 53¢ for 19¾" x 23").

2. Short exposure — Exposure of FOTOPLATE* 8 to arc lamps requires only ½ to ¼ the time needed for most other negative-working plates.

3. High quality reproduction — Tone values of any halftone or line negative are retained on FOTOPLATE* 8's pigmented plastic surface.

4. Easy development — FOTOPLATE* 8 may be exposed and mounted on the press without development, given a visible image with Warren's Developer-Desensitizer Solution, or developed with Warren's FotoPlate Developing Ink (recommended for

highest quality halftone reproduction).

5. Fast Roll-Up — New high-speed sensitizer provides a strongly ink-receptive image after exposure. Result: faster roll-up, less waste, short-cut processing.

6. Smooth plastic grain — Fine grained pigment-plastic surface has good water-holding capacity and enough "tooth" to prevent roller skidding. Assures clean running, faithful reproduction.

7. Press Stability — Caliper is a sturdy .008 inches. This provides stability, easy handling, and makes packing on most duplicator plate cylinders unnecessary.

8. Sensitized one side only — This permits 100% use of plates, less waste and spoilage, easier handling in plateroom and pressroom.

9. Distinctive color — Eliminates substitution, lets FOTOPLATE* 8 stand apart from other small-press negative plates.



FOTOPLATE 8

*Trademark

Contact these



for new FOTOPLATE 8:

ALBUQUERQUE, N. M. Jones Graphic Products Co.
ATLANTA, GA. M & F Supply Company, Inc.
AUSTIN, TEXAS. Grafic Photo Supply
BALTIMORE, MD. George R. Keller, Inc.
Phillips & Jacobs, Inc.
BATON ROUGE, LA. Sogaph, Inc.
BINGHAMTON, N. Y. Stickley-Siver, Inc.
BOSTON, MASS. Bridgeport Engravers Supply Co.
Pitman Sales Co. of New England
W. Oliver Tripp Company
BRIDGEPORT, CONN. Atlas Sales Co.
BUFFALO, N. Y. Marks & Fuller, Inc.
CHARLESTON, W. VA. Litho Sales & Service
CHARLOTTE, N. C. George R. Keller, Inc.
CHICAGO, ILL. Bridgeport Engravers Supply Co.
Chicago Litho Products Co.
Harold M. Pitman Co.
Progressive Lithoplate & Supply Co.
K. Schlanger Company
The Simplimat Corporation
CINCINNATI, OHIO. G. C. Dom Supply Company
McKinley Litho Supply Co., Inc.
Offset Plate Graining Co.
CLEVELAND, OHIO. Bridgeport Engravers Supply Co.
Cleveland Litho Graining & Supply Co.
COLUMBUS, OHIO. Salem Graphic Supply Co.
DALLAS, TEXAS. Low Wenzel and Co. of North Texas
Litho Offset Supply Co.
DAYTON, OHIO. Salem Camera Company
DENVER, COLO. Low Wenzel and Co. of Colorado
DETROIT, MICH. Garrick Photo Supply Co.
Industrial Photo Prod. Co.
Lithomaster Company
HOUSTON, TEXAS. Low Wenzel and Co. of South Texas
L. H. Kelley Company
INDIANAPOLIS, IND. Hoosier Photo Supplies, Inc.
JACKSONVILLE, FLA. M & F Supply Co.
KANSAS CITY, MO. Wenzel Equipment Company
LINDEN, N. J. M. R. Klastorin, Inc.
LITTLE ROCK, ARKANSAS. Roach Printers Supply Co.
LOS ANGELES, CALIF. Smart Supply Co., Inc.
Low Wenzel and Co. of Southern California
LOUISVILLE, KY. Reliable Lithographic & Offset Supply Co.
MIDLAND, TEXAS. The Southwestern Company
MILWAUKEE, WIS. Reimers Photo Materials Co.
MINNEAPOLIS, MINN. T. K. Gray, Inc.
Litho Supply Depot, Inc.
MORRIS, N. Y. Associated Graining Co.
NASHVILLE, TENN. Southeastern Printing Ink, Inc.
NEWARK, N. J. Globe Printers Supply Co.
NEW YORK, N. Y. Bridgeport Engravers Supply Co.
Chemco Photoproducts Co., Inc.
Interchemical Corp.
Harold M. Pitman Company
Roll-O-Graphic Corporation
Technigraphic Dev. Inc.
OAKLAND, CALIF. Alpha Photo Products, Inc.
OMAHA, NEBR. Wurgler Co. of Omaha, Inc.
PEORIA, ILL. Lens & Camera Co.
PHILADELPHIA, PA. Penn Dell and Company
Phillips & Jacobs, Inc.
PITTSBURGH, PA. Phillips & Jacobs, Inc.
PORTLAND, ME. Northeastern Composition Co.
PORTLAND, ORE. Litho Development & Research
PROVIDENCE, R. I. Offset Equip. & Supply Corp.
ROCHESTER, N. Y. Marks & Fuller, Inc.
ROCKFORD, ILL. The Foto Shop
ST. LOUIS, MO. Renda Litho Supply, Inc.
Rissmann Graphic Arts Supply Co.
SAN ANTONIO, TEXAS. Texas Type Foundry
SAN DIEGO, CALIF. Smart Supply Co.
SAN FRANCISCO, CALIF. Low Wenzel and Company
SEATTLE, WASH. A. D. Coy Co., Inc.
Litho Engineering and Research
SECAUCUS, N. J. Harold M. Pitman Company
SHREVEPORT, LA. Film Arbor, Inc.
SYRACUSE, N. Y. Onondaga Litho Supply Co., Inc.
TOLEDO, OHIO. Toledo Lithograin and Plate Co.
TULSA, OKLA. Low Wenzel & Co. of Okla.
UTICA, N. Y. Buffalo Graphic Arts Supply, Inc.
WASHINGTON, D. C. George R. Keller, Inc.
National Plate Grainers
WILKES-BARRE, PA. Mebco Graphic Arts Supply Co.
WINSTON-SALEM, N. C. Young-Phillips Sales Co.
WORCESTER, MASS. G. E. Stimpson Co.
TORONTO, CANADA. and branches all across Canada
Sears Limited

PIA Head Boosts California's Graphic Arts Potentialities

"Remove the restrictions on textbook printing in California, and a 50% growth would result in that phase of the industry within a five year period."

That was the statement made last month by Francis N. Ehrenberg, president of Printing Industry of America, Inc., in pointing out the state of California's policy of printing textbooks with plates leased from Eastern firms, rather than accepting open bids from firms eager to open facilities in California.

Mr. Ehrenberg, speaking before the Printing Industries Association, Inc.—Los Angeles meeting in the Rodger Young Auditorium, said that "California could be one of the largest book publishing states in the country due to the vast labor force and availability of capital. Millions of dollars are spent each year bringing in textbooks from the Midwest and East, when the money should be kept in this state."

Mr. Ehrenberg discussed changes taking place in the printing industry, including typesetting improvements which he said will revolutionize the industry. He attributed the great advances to new electronic methods which were unheard of until recent years. The industry is becoming highly mechanized, he said, and unlike other industries, printers throughout the country welcome the improved methods with on-the-job training courses to keep themselves technically capable.

"In spite of the mechanization trend, there are more printers in the industry now than ever before with opportunities for greater income constantly growing," he concluded.

Mr. Ehrenberg is owner of the Blanchard Press in Garden City, N.Y.

Tulsa, Denver Printing Firm Leaders Succumb

Harry E. Kinzie, vice-president of the Maneke-Kinzie Printing Co., Tulsa, Okla., died on Mar. 23 at the age of 73. Mr. Kinzie, who founded the Kinzie Printing Co. during the 1930's, had been active in the graphic arts field since the age of 17 when he became a journeyman printer. He was a member of the Typocrafters.

Rollie W. Bradford, board chairman of the Bradford-Robinson Printing Co., Denver, died in March at the age of 75. Associated with the printing industry for more than 50 years, Mr. Bradford served as a national director of Printing Industry of America, Inc.



Harry E. Kinzie



Rollie W. Bradford

California produces one-thirteenth of the nation's dollar volume in printing, yet is far behind its true potential, according to Francis N. Ehrenberg, president of the Printing Industry of America, Inc.

Speaking to the Graphic Arts Employers Association in San Francisco's Canterbury Hotel, Mr. Ehrenberg, head of the industry's national trade organization representing some 6,000 plants, declared:



Wayne C. Wade



F. N. Ehrenberg

"It is time that printers everywhere realize they must work together, rather than oppose each other in petty competition. There must be more coöperation and trust among companies, among areas, and among the various crafts of the printing industry, if it is to achieve its full potential. This is especially true in California."

Mr. Ehrenberg, a New York printing firm executive, pointed out that printing is now the sixth largest industry in the United States, with an annual gross volume last year of \$6½-billion. Of that amount, California printers, employing some 30,000 persons, realized \$500-million gross volume in 1960.

Printing, Mr. Ehrenberg said, is San Francisco's second largest industry.

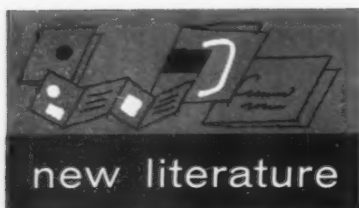
Mr. Ehrenberg also took issue with California printers' complacency of the past concerning state printing of textbooks. "This business, properly let out to private concerns, could be produced for about 20% to 25% less than it costs the state, bringing a fair profit to you and causing 5,000 additional persons to be employed."

"Printing has a bright national future," Mr. Ehrenberg said. "More advertising dollars are being spent than ever in the history of our country. More books and other reading matter are being produced and read than ever in our history. More new forms of printing are being developed than ever before."

The meeting of Bay Area printers and lithographers was another in a series being sponsored by Graphic Arts Employers Association aimed at strengthening the industry in Northern California. The association, currently expanding its services throughout the entire area, now numbers some 73 member plants in eight counties, according to Wayne C. Wade, secretary-manager.

Royal Zenith Sales Office

A Milwaukee sales office has been opened by the Royal Zenith Corp. at 1012 N. Third St.



Those interested in literature described are asked to write direct to the company listed in the item. New Literature copy must reach the editor by the 15th of the month preceding magazine's issue date.

TAPPI Booklet Discusses Paper Coating Adhesives

A monograph dealing with "Synthetic and Protein Adhesives for Paper Coating" has been compiled by the Technical Association of the Pulp and Paper Industry, 360 Lexington Ave., New York 17. The publication is 22nd in the TAPPI series.

The monograph contains 10 chapters including such subjects as principles of

adhesion, manufacture of synthetic latices, styrene-butadiene latices, acrylic binders in paper and paperboard coatings, animal glue in coated papers, and others. Nineteen authors were involved in writing the 272-page monograph.

Rezlon Plastic Base

Midwest Publishers Supply Co., 4500 W. Cermak Rd., Chicago 23, has issued a circular on its Rezlon plastic base designed for electrotypes, stereotypes, engravings, etc. The material is available in four colors for thickness identification. A sample of each thickness is included.

Bookbinders' Wire Data

Data on Prentiss bookbinders' wire is featured in a technical folder available from the Riverside-Alloy Metal division of the H. K. Porter Co., Inc., Riverside, N.J. Discussed in the folder are the various grades of bookbinders' wire, uses of each type, and several grades of stitching wire.



Riegel Paper Corp.'s Carolina Coated Cover line is shown with printed specimens in a sample portfolio.

Riegel Paper Corp. Has Sample Portfolio, Folder

A portfolio of printed specimens to demonstrate its new line of Carolina Coated Cover papers has been prepared by the Riegel Paper Corp., 270 Madison Ave., New York 16. The brand is made in white only, in three sizes and two weights. It is coated on one side and has a smooth bristol finish on the back. The samples were printed in four colors by both letterpress and offset.

Riegel has also prepared a sample folder of its four other budget-priced paper lines; Manila Tag, White Index, White Tag, and Vellum Bristol. Pieces of each weight and color of the four uncoated grades are shown.

Crocker, Burbank Eye-Deas

A kit of printed Eye-deas, 15th in a continuing series, has been compiled by Linton Brothers Division of Crocker, Burbank Papers, Inc., Box 601, Fitchburg, Mass. Each specimen was selected from a commercial printing run by a panel of merchant salesmen. Included in the kit is a children's menu, direct-mail piece, self-mailer, and others.

Guide for Tag Printers

The Dennison Mfg. Co., Framingham, Mass., has issued a market guide for tag printers. Devised in the form of a large tag suitable for hanging on a wall, the three-column guide lists a number of businesses, the ways in which each can use tags, and the type of tag best suited to each particular use.

Kromekote Cover Stocks

Kromekote colored cover stocks are featured in a booklet published by the Champion Paper and Fibre Co., Hamilton, Ohio. Employing a variety of design and typographic techniques, the booklet demonstrates the varied uses of the cover stocks.

Strong FULLY AUTOMATIC ARC PRINTING LAMPS

<p>TRI-POWER for frames 50" x 70" and larger</p>	<p>140-AMPERE GRAFARC for frames 40" x 50" and larger</p>
<p>95-AMPERE GRAFARC for frames under 40" x 50"</p>	<p>COMET "45" for frames up to 28" x 36"</p>

Motor-driven arc maintains constant color temperature and light intensity with uniform coverage of entire work area.

Completely self-contained with their own power supply, contactor and timer. Simply plug into convenience outlet, and you're ready for fastest work. Automatic striker, feed and return.

Write for literature

THE Strong ELECTRIC CORPORATION

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A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Samples of Beckett 1848 Traditional Papers

Samples of Beckett 1848 Traditional papers have been made available by the Beckett Paper Co., Hamilton, Ohio. A recent addition to the company's product line, 1848 Traditional is available in 70# and 80# book weights and 65# and 80# matching cover weights.

The illustrated, four-color brochure, printed on the new stock, depicts several American cities as they appeared in 1848 and gives an outline of the firm's history.

North Star Legends

Legends of the North Star drawn from the ancient Norsemen are told in a promotional piece available from Oxford Papers, 230 Park Ave., New York 17. A four-color lithographic reproduction of a Norse ship, by Turé Bengtz, appears on the cover. The original art was executed by stone lithography.

Civil War Folders

The Standard Paper Mfg. Co., Box 1554, Richmond, Va., has issued the second in its series of Civil War Centennial folders. Lithographed on the firm's Shenandoah Text paper, the folders have been compiled to "pay tribute to those who wore the Blue and Gray . . ." by illustrating incidents from the lives of Civil War soldiers.

Hi-Viz Fluorescent Paints

Uses of Hi-Viz fluorescent safety paint are contained in a bulletin published by Lawter Chemicals, Inc., 3550 Touhy Ave., Chicago. Designed for application in hazardous areas or on dangerous equipment, the paints are available in a wide variety of colors shown with the bulletin. A chart, listing the proper colors for various areas and equipment, is also featured.

Platemaking Products

The Kendall Co., fiber products division, Walpole, Mass., has published a pamphlet describing its Webril Appli-Pads and other wiping products for platemaking and cleaning.

Floor-Model Collators

Information on its 8-, 10-, and 16-sheet, semiautomatic, floor-model collators has been published by Thomas Collators, Inc., 100 Church St., New York 7.

Goodkin Camera Data

Information on the recently-introduced Goodkin horizontal 18-inch camera has been published by the M. P. Goodkin Co., 112 Arlington St., Newark 2, N.J. Designed for production of line and halftone negatives with regular litho film, the camera is suited to the Ektalith, Gevacopy, and Xerography processes.

Polyethylene Glycols

The properties and uses of Carbowax polyethylene glycols are described in a 64-page booklet published by Union Carbide Chemicals Co., 270 Park Ave., New York 17. The glycols have application in

paper products and printing materials. Information includes physical properties, solubilities, specification limits, test methods, storage and shipping, toxicological properties, etc.

Filmex Solvent Bulletin

Details on Filmex industrial solvent, for use on flexographic rubber plates, rolls, and type, have been published in a bulletin by the U. S. Industrial Chemicals Co., 99 Park Ave., New York 16. A summary of federal regulations covering the sales and use of Filmex is included with chemical properties and specifications.

ATF Typesetter Data

The ATF Typesetter, a new photomechanical system for rapid composition of text and tabular matter, is described in a 12-page, illustrated booklet available from the American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J. The

publication covers the machine's applications, available type faces and sizes, and method of operation.

Anso Films Information

Two photographic data sheets dealing with Super Hypan and Anscochrome films have been published by the Anso Division, General Aniline and Film Corp., Binghamton, N.Y. An illustrated promotional brochure and a sheet dealing with the new packaging plan for the films are also available.

Solvent Safety Guide

An eight-page Solvent Safety Guide for the printing industry has been issued by Varn Products Co., Inc., Flushing 54, N.Y. The guide outlines a safety program for dealing with dangerous chemicals, and features a comparison chart listing flash points, solvent powers, and inhalation tolerances for several commonly used printing products.



Here's a handy guide to lithography on non-porous surfaces.

Now it's easier to get best results on such non-absorbing surfaces as aluminum foil, glassine, acetate, pyroxlin, and other types of plastics, as well as on cast coated or high gloss papers.

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Supplies for etching, wood-block printing, and lithography are described in a catalog published by Crafttools, Inc.

Crafttools, Inc. Catalog

A 24-page, illustrated catalog, listing supplies for etching, wood-block printing, and lithography, has been published by Crafttools, Inc., 396 Broadway, New York 13. Designed principally for schools, crafts groups, and private printers, the Crafttool line includes presses, inks, etching tools, papers, accessories, etc. A book list giving titles and prices on various graphic arts publications is also included.

Color Measurement Data

Literature describing the new Green-Bartlett method of high-speed, automatic color measurement has been published by Allied Research Associates, Inc., 43 Leon

St., Boston 15. Designed to provide color signatures at rates as high as 30 samples per second, according to the firm, the equipment is suited to feedback process control, continuous color inspection, and color sorting and grading. Two four-page brochures are available.

Kodak Film Pamphlet

A four-page, illustrated pamphlet dealing with Estarbase films has been published by the Eastman Kodak Co., 343 State St., Rochester, N.Y. Four types of the Kodak films are discussed.

Photographic Equipment

A 148-page catalog of photographic equipment has been published by Burke and James, Inc., 321 S. Wabash Ave., Chicago 4. Supplies for every phase of the photographic process are listed.

Antique Type Faces

Antique and ornate type faces, dingbats, typecuts, and borders are shown in the revised catalog published by Type-founders, Box 11313, Phoenix 17, Ariz. Among the faces shown are Rustic, Tuscan, Jim Crow, Thunder, and Corinthian.

Counting System Catalog

"Automatic Counting of Folded Signatures," a four-page, illustrated catalog of electric counting system materials, has been prepared by the Automatic Controls division of General Controls Co., 8080

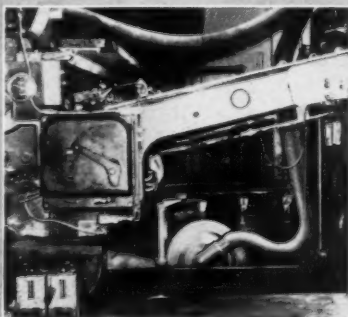
McCormick Blvd., Skokie, Ill. Included is the firm's new CE800 electric counter, an actuating switch, mounting brackets, and a plug-in type cord.



A caricature of the ancient minstrel sets the theme for a sample brochure of the Minstrel line of greeting card papers by Champion Paper and Fibre Co.

Minstrel Paper Samples

A decorative sample booklet of the new Minstrel line of greeting card papers has been prepared by the Champion Paper and Fibre Co., Hamilton, Ohio. Roundelay, Sonnet, Ballade, and Lyric, the four Minstrel grades, are displayed in their various weights, shades, and finishes.



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Techniques for Printing, Decorating Polyethylene

Techniques for printing and decorating polyethylene are outlined in a brochure available from W. R. Grace & Co., Polymer Chemicals Division, 225 Allwood Rd., Clifton, N.J. Titled "Printing and Decorating of Polyethylene," the 16-page book discusses the principles of hot stamping, flexography, gravure, offset lithography, silk-screening, transfer labeling, and four-color, dry offset.

Methods described include proper printing speeds, platemaking, ink coverage, and cost of equipment, plates, and ink. An additional section lists some 250 sources for the services, equipment, and supplies contained in the brochure.

Eastman Kodak Q Sheets

Two additions to the technical Q Sheet series have been issued by the Eastman Kodak Co., Rochester 4, N.Y. Camera-back maskings with silver masks is the subject of No. 109 (a second revision), and No. 108 deals with the Kodak line of continuous-tone films.

Collecting Overdue Bills

"How To Collect More Past-Due Accounts" is the subject of a publication prepared by the United States Collection Assn., Inc., 4405 N. Ravenswood Ave., Chicago 40. Various approaches to the problem of collecting overdue customer accounts are explained.



Seventeen prize-winning letterheads are displayed in a brochure by Gilbert Paper Co., Menasha, Wis. Each specimen is discussed and analyzed as to design, typography, etc. An explanation of the engraving and embossing processes is included.

Letterheads Brochure From Gilbert Paper Co.

A brochure, explaining and illustrating engraved and embossed letterheads, has been issued by the Gilbert Paper Co., Menasha, Wis. The spiral-bound brochure contains 17 selections from the bimonthly letterhead contest conducted in the *Gilcrafter*, the firm's external house organ.

The design and type faces of each example are discussed and analyzed in the booklet, which also contains an explanation of the embossing and engraving processes from the initial design stage through the final printing.

Equipment Leasing Studied In Revised FMR Book

A fourth edition of its study on equipment leasing has been prepared by the Foundation for Management Research, 121 W. Adams St., Chicago 3. Designed for smaller manufacturers, "The Pros and Cons of Equipment Leasing" features information on renewals and options-to-buy at the end of the lease period, and examines the latest Internal Revenue Service rulings on equipment write-offs.

Included in the 24-page study are tables and charts analyzing comparative costs of leasing, and of purchases by outright cash, conditional sales contract, and bank financing. Specific situations showing advantages and disadvantages of leasing are also included.

Carbide Tools Catalog

A catalog of carbide-tipped saws and tools has been published by North American Products Corp., Box 291, Jasper, Ind. Illustrations, specifications, and prices are included. An operations manual dealing with common sawing problems is also available from the firm.

Numbering System Booklet

Wm. A. Force & Co., Inc., 216 Nichols Ave., Brooklyn 8, has published a 50-page, illustrated booklet describing its 1000 SFM numbering head component system. The various components are pictured and their specifications outlined.

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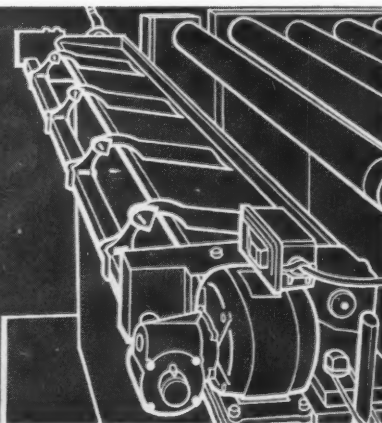
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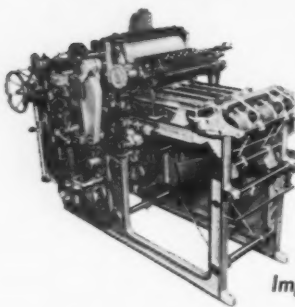
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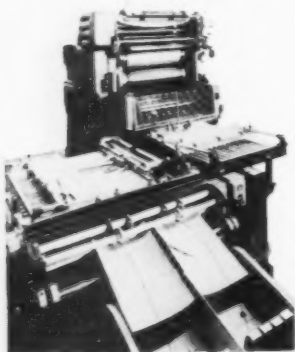
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MAY

Technical Association of Pulp and Paper Industry, coating conference, Statler-Hilton Hotel, Buffalo, May 15-17.

Education Council of Graphic Arts Industry, conference for personnel and training directors, Cleveland-Sheraton Hotel, Cleveland, Ohio, May 18-19.

Financial Conference, Printing Industry of America, East Coast, Hotel Kenmore, Boston, May 18-20.

International Typographic Composition Association, Spring conference, Radisson Hotel, Minneapolis, May 18-20.

Gravure Technical Association, workshop, Hotel Sherman, Chicago, May 20.

Financial Conference, Printing Industry of America, West Coast, Plush Horse Inn, Los Angeles, May 22-24.

Research and Engineering Council of the Graphic Arts Industry, annual convention, Fort Des Moines Hotel, Des Moines, Ia., May 22-24.

National Association of Printing Ink Makers, meeting, Greenbrier Hotel, White Sulphur Springs, W. Va., May 29-31.

JUNE

Graphic Arts Association Executives, meeting, Chase-Park Plaza Hotels, St. Louis, June 2-3.

American Newspaper Publishers Association, Research Institute mechanical conference (eastern division), Palmer House, Chicago, June 5-7.

Printing Industry of America, advanced management development course, Western Reserve University, Cleveland, June 5-16.

American Newspaper Publishers Association, photocomposition seminar, Palmer House, Chicago, June 8-9.

Technical Association of the Graphic Arts Industry, annual convention, Deshler-Hilton Hotel, Columbus, Ohio, June 12-14.

Southwest Litho Clinic, Adolphus Hotel, Dallas, June 16-18.

International Design Conference, Aspen, Colo., June 18-24.

Tag Manufacturers Institute, general meeting, Seaview Club, Absecon, N.J., June 21-23.

Rochester Institute of Technology, seminar on quality control for the graphic industries, Towne House Motor Inn, Rochester, N.Y., June 26-30.

International Association of Printing House Craftsmen, Pacific Society conference, Sheraton Hotel, Portland, Ore., June 29-July 1.

JULY

Engraved Stationery Manufacturers Association, annual convention, Bismarck Hotel, Chicago, July 9-12.

International Graphic Arts Education Association, annual conference on printing education, Ferris Institute in Big Rapids, Mich., July 30-Aug. 4.

AUGUST

International Printers Supply Salesmen's Guild, 1961 meeting, Palmer House, Chicago, Aug. 5-6.

Southern Newspaper Publishers Association, mechanical conference, eastern division, Dinkler Plaza Hotel, Atlanta, Aug. 6-8.

International Association of Printing House Craftsmen, annual convention, Palmer House, Chicago, Aug. 6-9.

Technical Association of the Pulp and Paper Industry, annual testing conference, Queen Elizabeth Hotel, Montreal, Que., Aug. 15-18.

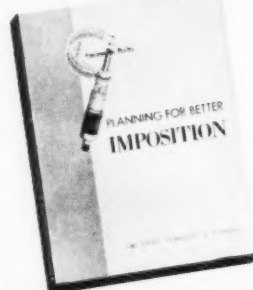
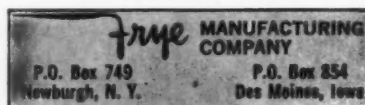


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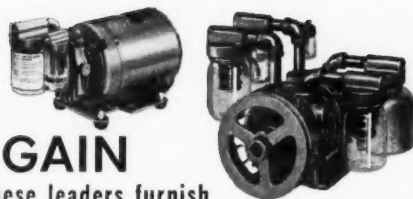
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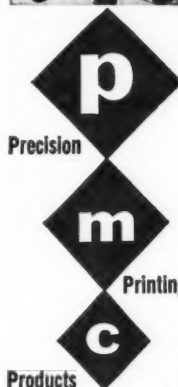


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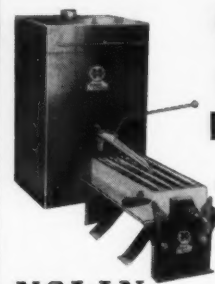
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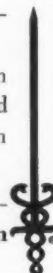
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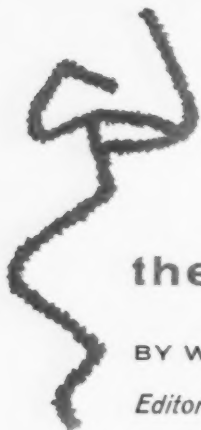
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the last word

BY WAYNE V. HARSHA

Editor

FROM GUTTENBERG TO GUTENBERG. That's the story behind the change in name for the Iowa town. It seems that when the founding fathers named the town they thought the German printer who is supposed to have invented printing from movable type had two "t's" in his name. Now they're sick of hearing the name pronounced "gut" on the first syllable and want everybody to start calling it "goot." It takes a lot of guts to make a change like that! (Or should we have said "intestinal fortitude"?)

SO WHILE WE'RE ON THE SUBJECT of Gutenberg, you should know about the new International Museum of Typography in Mainz, Germany, generally considered the birthplace of the art of modern printing. Its pioneer, Johann Gutenberg, lived in Mainz for many years. But don't get in too big a hurry to visit the new museum; its cornerstone was just laid in March, and it'll be a year or two before the building is finished. In addition to housing the contents of the Gutenberg Museum of Mainz, the new building will contain displays illustrating the development of printing through the centuries, an ancient paper factory, and a modern printing plant. Its most precious possession is to be an original copy of the famous so-called 42-line Gutenberg Bible. Only 185 copies of it were printed between 1452 and 1455, and of them only a few still exist.

NOT IN MANY MONTHS have we run across so many items involving Johann Gutenberg. A book printed by Gutenberg in 1460 and entitled *Tractatus Rationis et Conscientiae* has been discovered in a Dominican monastery at Kosice in Czechoslovakia. The book has since been transferred to the University Library of Bratislava.

THINGS WE NEVER KNEW about the paper industry until now: There are 5,312 plants in the United States (the paper industry includes manufacturers of pulp, paper, paperboard, and those who convert these materials into useful products). Forty-seven states contain plants, and 1,153 cities and towns have them. There are 560,000 persons working in the paper industry with a total of wages and salaries paid annually (including fringe benefits) of \$3,400,000,000. The annual sales of paper run to \$12½-billion, and Federal taxes paid annually are \$600-million, while state and local taxes are \$200-million.

It startled us no end to learn that each person in the United States consumes (not "eats," silly) 435 pounds of paper and paper products annually for a grand total of over 34-million tons of paper and paperboard.

There are many other figures, too, but the graphic arts industry would be astonished to learn that the paper industry spends \$65-million annually just in research. If the printing industry ever spent this much on research, it could deliver a newspaper to the moon five times daily!

INFORMATION THAT IS HARD TO WORK into a conversation includes the fact that there are 223 paper mills in England, Scotland, and Wales.

DO YOU ALWAYS SAY exactly what you mean? We always thought we did until we read the current *Newsletter* of Clark Printing Co. in Kansas City. "Chances are," it goes on, "that even if you consider yourself to be extremely clear and concise, about 70% of what you say is misunderstood, distorted, or forgotten. Somehow or other, several weeks ago we started an investigation around our place to find out just how effective we were in communicating with one another. In our business a misunderstanding can lead to 10,000 brochures printed in the wrong color or on the wrong stock!

"The more we got into the subject of communications, the more we became convinced that it's well nigh impossible to say anything to anybody that can't be misunderstood. As an example, we conducted an experiment. Five of us were given a set of facts and asked to write a note restating those facts exactly as they were told to us. After the notes were written, we read them—and, to our astonishment, it was easy to see how each and every note could be misunderstood if the reader took the wrong interpretation.

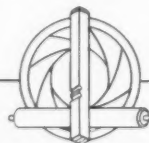
"It's like the two fellows who were wading through the Florida swamp when all of a sudden one of them screamed in pain. 'What's the matter?' asked his partner. 'An alligator just bit off my leg!' came the reply. 'Which one?' 'How do I know. I can't tell one alligator from another.' It was a simple matter of faulty communications.

"Faulty communications can lead to more trouble, more wasted effort, and more hard feelings than you'd ever imagine. We see it every day—and it must be true in your business, too. A book on the subject entitled, *Do They Understand You?*, says that when hearers or readers do not understand, it is not that they are stupid; it is rather that the speaker or writer is inadequately clear."

Now we know how and why our coworkers get things messed up. They aren't stupid; we are!! Hereafter in our office, everything goes in writing—and in words of one syllable, too!! Trouble is, some people see one thing and read another. For them, there ain't no hope!

THE OLDEST OF PRINTED NEWSPAPERS today is *The Peking News*, which began publication 950 years before the invention of printing from movable type. It is now well over 1,400 years old. Darned clever, those Chinese! They are said by some sources to have had movable types made of porcelain long before Gutenberg. Confusing world, isn't it? Just where do the Russians fit into this picture?

A PIONEER AMONG PAPER SALESMEN was Adolph Rusch of Strasbourg, Germany, who in 1480 quit the printing business to set up as a supplier of paper. Top him, will you?!



LATEST FROM LINOTYPE

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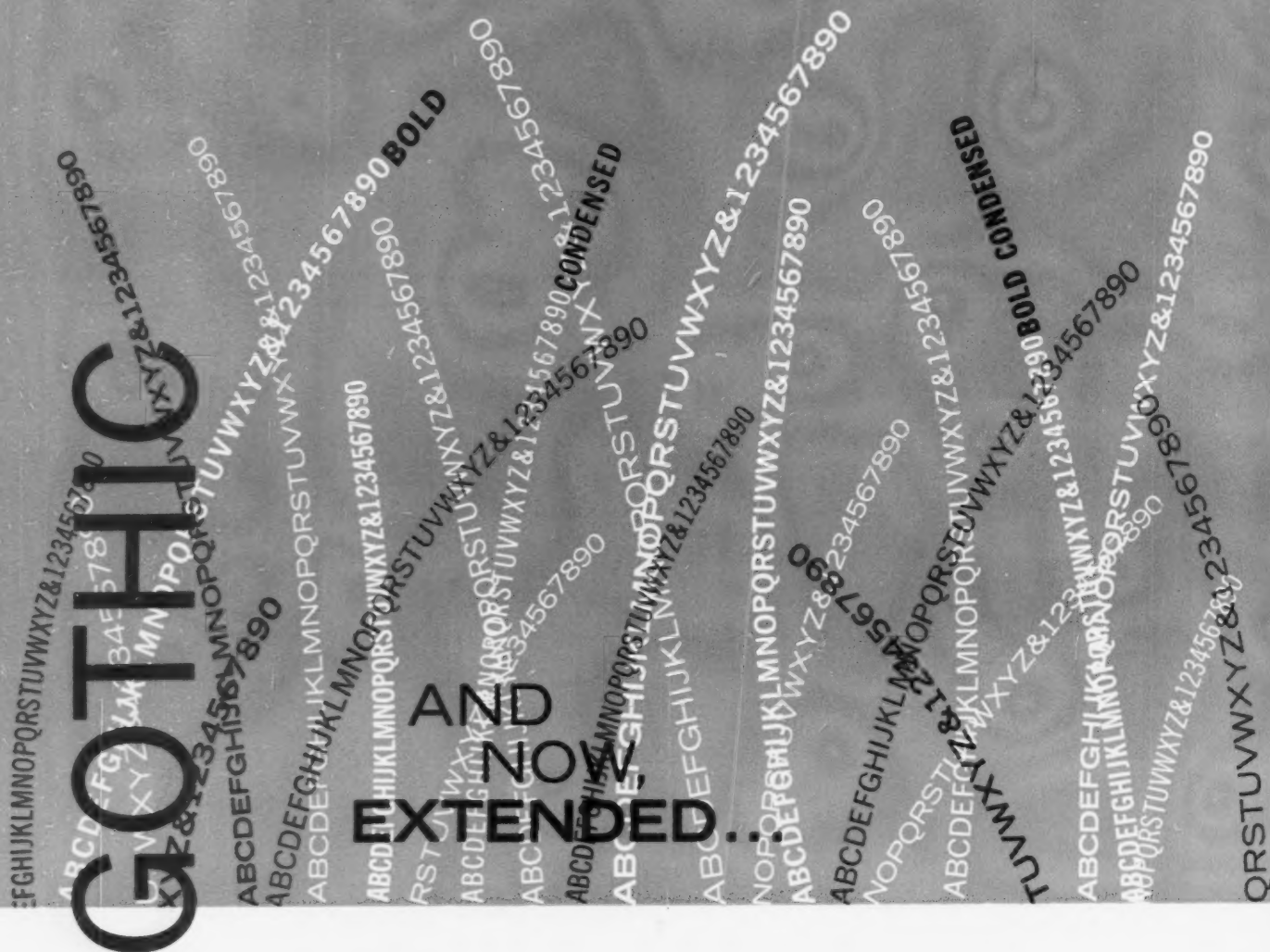
You are reading 14 point Linotype Primer, latest and largest size in this all-purpose Linotype series. Primer's growing popularity has led us to cut this new size and reduce the price on 6, 8, 9 and 10 point matrices. In the short period since its creation, Primer has become known as an effective, no nonsense text-face in business printing, book work and advertising. As the name implies, Primer is intended for use wherever text-book clarity and dignity are essential. Recently a major American publisher tested more than forty types to determine which best withstood the rigors of rubber plate printing. Linotype Primer was found the clearest. We are not surprised. Dissatisfied with existing textbook faces, we cut Primer to be plain and clear and to remain so under all conditions. For a specimen write Mergenthaler Linotype Company, 29 Ryerson St, Brooklyn 5, N.Y.

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PRIMER LARGE & CLEAR

ANOTHER GREAT INTERTYPE FAMILY



NEWS

News Gothic is hot... and it's getting hotter! To meet this lively need, Intertype is rapidly expanding its library of hot metal matrices in all four versions. All are designed in true relationship. ■ Current availabilities include News Gothic with Bold in 6, 7, 8, 9, 10, 11, 12, 14, 18 and 24 pt., 6 pt. News Gothic with Bold (T) for tape operation, News Gothic Condensed with Bold Condensed in 5½, 6, 7, 8, 10, 11, 12, 14, 18 and 24 pt. and News Gothic Extended with Bold Extended in 8, 10, 12 and 14 pt. sizes. ■ Many of these faces are also available on Fotosetter matrices, giving you a full range of sizes from 6 through 48 pt. Write to Sales Promotion Department for book and specimen proofs.



INTERTYPE COMPANY

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